The YouTube Creator Playbook for Brands

Google | YouTube

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Introduction

In a world of short attention spans and increasing options, advertising is undergoing a sea change. More and more, ads are becoming content that people choose to watch. In this playbook, we translate the tools and know-how developed by a generation of YouTube content creators to help brands as they develop content strategies that will resonate with 21st-century consumers.

Why YouTube?

Online video presents opportunities that television simply doesn't. YouTube is patronized by a hyper-engaged, highly-connected younger audience who craves the two-way communication YouTube offers. And unlike TV, YouTube lives everywhere because it's accessible on hundreds of millions of mobile devices globally.

We'll take you through all the steps to define and implement a successful content strategy on YouTube. We look at how to create successful videos, how to devise an overall channel strategy, and how to promote your videos through both paid and non-paid avenues on YouTube. Finally, we discuss how to measure your results and adjust your strategy accordingly.

As you read through this playbook, keep a few things in mind:

Technology is growing more personal

Online content helps people express emotion and connect with each other around shared passions. Users want to interact through sharing, commenting and joining a conversation. Your brand can leverage these passions and conversations to forge deeper bonds with consumers.

It's all about the user

Users are now in control. We call them **users** because they expect brands to *inform, entertain* and *provide utility* to them – and they expect this when, where and how they want it. Use online video to be there for consumers 24 hours a day, 7 days a week.

While we don't have all the answers, we hope this playbook will provide you with new insights and help you navigate the new advertising landscape.

Playbook Structure

The Brand Playbook is divided into seven sections. Each section presents several optimizations or strategies for building engaged audiences on YouTube. These best practices are explained in stages to help you understand each point and guide you through taking action.

Overview

Includes:

- Strategy: Brief description.
- Why It Works: Reasoning or context.
- How To Do It: Short explanation of how to implement.

A Visual Key Guide to:

- Time Cost: Estimates how much time is required.
- Effect: Outlines which metrics are affected by optimization.
- Impact Rating: Estimates how much effect an optimization or strategy will have on outlined metrics.
- Optimization Type: Denotes whether optimization or strategy impact Brand Awareness, Consideration, Sales or Loyalty.

Details

- Provides context and further detail on why this specific best practice is important or how to implement it.

Examples

- Presents examples and/or different methods or variations.

Icons & Key Definitions

Time:

Minimal
0-5 minutes

Moderate
Less than 1 hour

Medium
1+ hours

Major
Full day or more

Impact rating:

Moderate
1 out of 5

Strong
3 out of 5

Major
5 out of 5

Section 1:

Content Marketing as Part of Your Brand Strategy

Follow our guiding principles as you develop your content on YouTube and define how it should fit with your overall brand strategy.

Before making videos, create a content plan to ensure that your content both meets your brand's goals and engages your intended audience. Our five guiding principles will then help you define your content marketing specifically on YouTube using simple questions.

Contents:

Key Steps to Build Your Content Plan
Guiding Principles
Checklist

Key Steps to Build Your Content Plan

Strategy:

Define the role of branded content and YouTube in your brand strategy using our guiding principles before you start your video campaign.

Why It Works:

Your strategy is more likely to succeed when it's appropriately conceived, targeted and measured.

How To Do It:

Identify your audience and your competition, understand your brand, and decide what success will look like.

Impact

5 out of 5

Effect

- Viewership
- Subscribers
- Watch Time
- Engagement

Time Cost

Major
Full day or more

Optimization

- Brand Awareness
- Loyalty
- Influence Consideration
- Drive sales

Key Steps to Build Your Content Plan

While this playbook deals specifically with branded content creation and distribution on YouTube, your YouTube content should be part of a broader branded content plan that's not limited to video or even to digital. A content plan allows you to define the role your branded content will play in your overall brand strategy.

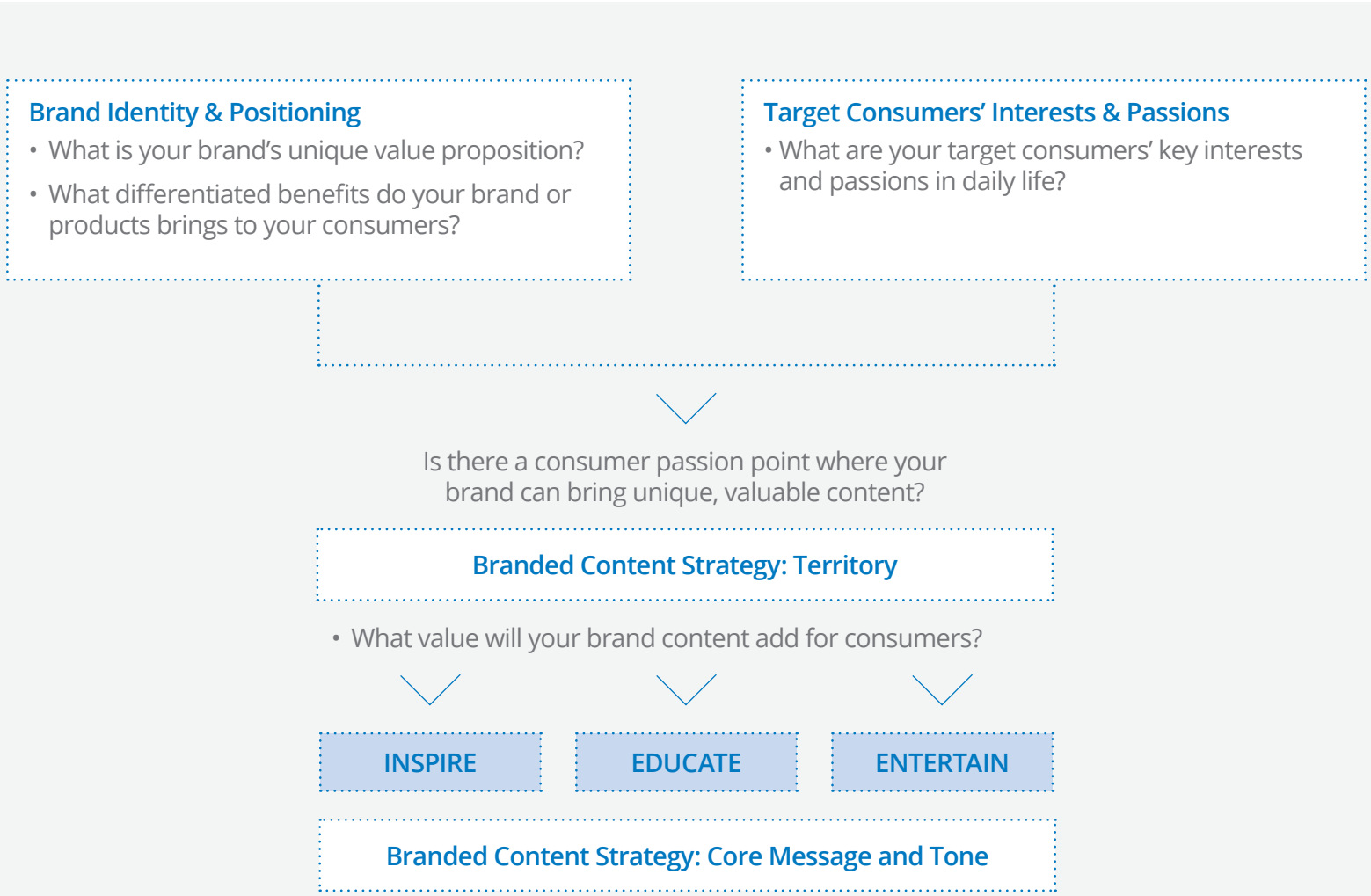
While there can be different frameworks, we tried to summarize here the key questions and steps to build your content strategy and plan as a subset of your brand strategy.

Define the core content strategy

First, define a strategically relevant and powerful content territory for your brand. This should lie at the intersection of your audience's passion points and your brand value proposition. What unique content can your brand bring to your consumers to earn their loyalty? For example, as a brand American Express offers its members access to unique services. Its **UNSTAGED** concert series extends this brand proposition in a credible way by offering consumers who are passionate about music privileged access to unique concerts with top artists staged by famous film directors.

Depending on your brand's identity, you'll find different ways to pique your audience's interest and make them care about your content. We've identified three main ways to add value: **INSPIRE** the audience with emotional and relatable stories, **EDUCATE** the audience with useful information, or **ENTERTAIN** the audience by surprising them, making them laugh or sharing spectacular content. Choosing how you'll engage your audience will help you define your core message and tone.

Key Steps to Build Your Content Plan


Brand Identity & Positioning
• What is your brand's unique value proposition?
• What differentiated benefits do your brand or products brings to your consumers?
Target Consumers' Interests & Passions
• What are your target consumers' key interests and passions in daily life?
Is there a consumer passion point where your brand can bring unique, valuable content?
Branded Content Strategy: Territory
• What value will your brand content add for consumers?
INSPIRE
EDUCATE
ENTERTAIN
Branded Content Strategy: Core Message and Tone

Key Steps to Build Your Content Strategy

Define the content creation strategy

As you define your content creation strategy, decide first how to generate the content and then how to structure it.

For content generation, a brand can choose between three possibilities: the brand's own creation, creation in collaboration or the curation of existing content.

As regards content creation, we propose structuring three complimentary types of content in the following framework: hygiene, hub and hero content.

- **Hygiene content:** What is your audience actively searching for regarding your brand or industry? What can serve as your 365-day-relevant, always-on, PULL content programming? E.g. product tutorials, how-to content, customer service, etc.
- **Hub content:** The content you develop on a regular basis to give a fresh perspective on your target's passion points. (E.g. verticalized content about a product line.) This is often staggered throughout the year.
- **Hero content:** What content do you want to PUSH to a big, broad audience? What would be your Super Bowl moment? A brand may have only a few hero moments in a year, such as product launch events or industry tent-poles.

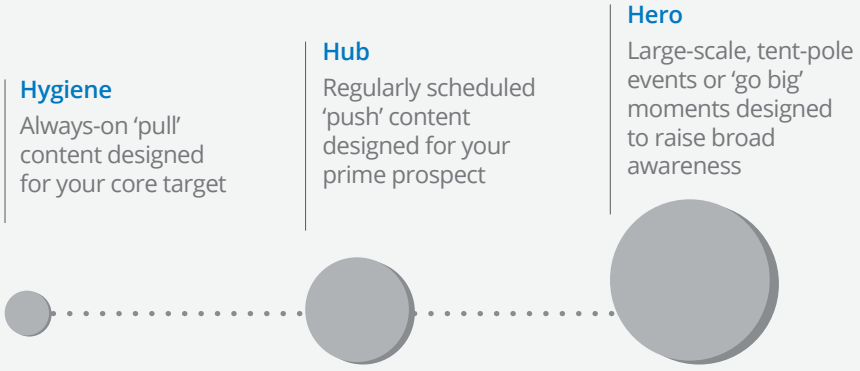
Branded Content Strategy: Territory and Core Message

- What will be the primary strategy to generate your content?
- Do you have the existing equity to create your own content?
- Do you need to collaborate with partners or can you rely on user-generated content?

Content Creation Strategy: CREATE, COLLABORATE or CURATE

- What different types of content should be developed?
- How will the content plan be structured?

Content Creation Strategy: HYGIENE, HUB and HERO CONTENT

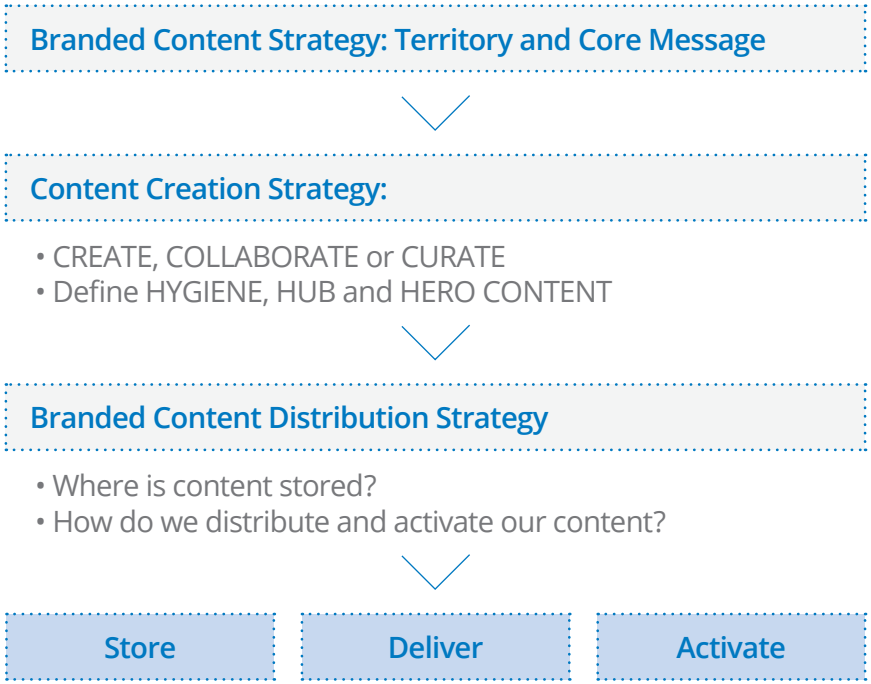

Hygiene
Always-on 'pull' content designed for your core target
Hub
Regularly scheduled 'push' content designed for your prime prospect
Hero
Large-scale, tent-pole events or 'go big' moments designed to raise broad awareness

For further details on hygiene, hub and hero content, please refer to Section 3 of this playbook on page 37.

Key Steps to Build Your Content Strategy

Define the content distribution strategy

Now it's time to define how to distribute and activate the content for consumers.


Branded Content Strategy: Territory and Core Message
Content Creation Strategy:
• CREATE, COLLABORATE or CURATE
• Define HYGIENE, HUB and HERO CONTENT
Branded Content Distribution Strategy
• Where is content stored?
• How do we distribute and activate our content?
Store
Deliver
Activate

1. Store: You'll need a central place to store and organize your content to ensure that it's accessible to your audience anywhere, anytime. Consider using a YouTube channel linked to your other properties as your content hub. For more details, refer to "Channel Experience" on page 68.

2. Deliver: An editorial calendar will help you ensure your brand's consistent presence throughout the year and align content programming with your marketing calendar. Consider a three-tiered calendar that includes:

- Permanent hygiene content;
- Hub content aligned with targeted marketing campaigns staggered throughout the year; and
- Hero content corresponding to the biggest yearly tent-pole events.

3. Activate: Given the abundance of content on YouTube, it's key to not only produce great content but also to ensure it'll reach your desired audience with a solid activation and promotion strategy. The right activation strategy depends on the content type. Hero content should be activated by a massive promotional campaign across multiple channels. Hub content calls for more targeted activation. See "Choose the Right Promotion for Each Content Type" on page 84 and "Amplify Your Content With Social" on page 89.

Guiding Principles

You know how to reach your audience, but you need to translate your approach so it works on YouTube. These five guiding principles will help you better understand your audience's behavior on YouTube so you can make excellent videos that speak to your target.

1. Know what problem you're trying to solve

Define your brand's priority objectives on YouTube. What role do you want your videos to play in the marketing mix?

Building awareness

- Will users be able to recall and recognize my brand, product or service after watching the video?

Influencing consideration

- Will users consider purchasing my product or service after watching this video?

Driving online or offline sales

- Will users be more likely to visit my website or store or purchase my product after watching this video?

Growing loyalty

- Will users be more likely to recommend my brand, product or service after watching this video?

2. Know who you are trying to reach

You know your core audience and your target demographic; now you need to investigate exactly how they behave on YouTube. What videos do they watch? How active are they on social networks? How do they use their mobile devices?

Google has several tools to help you research and better understand your audience, including:

- YouTube Trends Dashboard (See what your target demo is watching.)
- Our Mobile Planet (Understand your demo's mobile behavior.)
- Google.com/think (Consumer trends, marketing insights and industry research.)

3. Know your brand on YouTube

What does your brand stand for with your target demo on YouTube? What do they know about your brand? Do they know what you do or make? YouTube Analytics can help you see how your content is currently resonating (or not) with your target demo.

Guiding Principles

4. Know the competition

Spend some time looking at what your top competitors are doing with their online video content. Visit their YouTube channels and see what's performed well for them, and look at what they're up to across the entire digital ecosystem. What are they doing successfully? Where are there opportunities for your brand?

5. Know what success looks like

Now that you're on the path to making great branded videos, how are you thinking about success? Is success about views? User engagement?

Imagine that you produced the video creative or video brand channel of your dreams. What does the PR headline announcing your tremendous success say? Try writing out your PR headline in one or two sentences.

Once you've determined what success looks like, you'll need to track related metrics before, during and after the video release to see if it moved the needle. See the "Measurement" section on page 103 for examples of key metrics.

Tip

Search YouTube for keywords related to your products or services. Which videos are most associated with your category? Is your competition present in the top results?

Content Marketing as Part of Your Brand Strategy

Checklist:

- [ ] Use the key steps and questions discussed in this section to **build your content plan** as subset of your Brand strategy.
- [ ] **Prioritize your brand's objectives**: awareness, consideration, online or offline sales, or loyalty.
- [ ] Add video-related details to the **audience persona** for your target audience on YouTube. What do they watch? What do they like?
- [ ] Research your **competition**: What opportunities are they missing on YouTube?
- [ ] Decide what success looks like: What do you want to achieve with this video campaign? Set the proper **metrics** for your efforts.

Section 2:

10 Fundamentals to Create Content People Love

Develop a creative strategy that will build up your audience and engage them over the long term.

A successful creative concept can have an enormous impact on a channel. Compelling videos can bring in new viewers, introduce them to the rest of your content, and build a loyal fanbase. While no strict rules govern content creation on YouTube, ten fundamental principles have emerged as the most important guides to a successful creative strategy.

Contents:

The 10 Fundamentals of a Creative Strategy on YouTube:

1 Shareable Content
2 Collaboration
3 Discoverable Topics
4 Accessibility
5 Consistency
6 Targeting
7 Sustainability
8 Converse With Viewers
9 Interactive Content
10 Authenticity

Checklist

The 10 Fundamentals of a Creative Strategy on YouTube

Strategy:

Approach your content as a YouTube creator would, and take advantage of the creative approaches most commonly employed by YouTube's top channels. Focus on understanding how to be **shareable, discoverable, accessible, consistent, targeted, authentic, conversational, interactive, collaborative** and ultimately **sustainable**.

Why It Works:

YouTube is a unique platform. Understanding how to build, serve and engage your audience leads to more loyal viewers. You don't have to utilize each of the ten fundamentals in this section, but you need to figure out which will drive audience for you.

How To Do It:

Ask yourself how you can include any of these fundamentals in your creative strategy as you're brainstorming new ideas.

1 Shareable Content

With the rise of social media platforms, sharing has become one of the most important ways to find and develop an audience. **While you can't guarantee any video will go viral, you can make it more shareable by using some proven tactics.**

Identify trending subject matter

- Keep your finger on YouTube's pulse, and stay on top of popular search terms.
- What words will viewers use to describe your video when they share it? Would you click on this yourself?

Connect through emotion

- Viewers are more likely to share a video that elicits a strong emotional response. Make videos that induce laughter or feelings of sweetness, excitement or nostalgia.

Appeal to your audience's values

People often share content because they feel the content conveys something about their own beliefs. Sharing funny content makes them feel funny, sharing informative content makes them feel knowledgeable, and sharing topical content makes them feel on top of the latest news. Keep this in mind: What will your video say about the people who share it?

Create ongoing series with break-out potential

Viral videos and recurring series are NOT mutually exclusive.

Many of YouTube's top creators release series in which each episode enjoys high sharing and viral activity. Often one video will break out and then introduce massive audiences to the entire series.

Tip

It can be tough to predict when a video will break out, so optimize all videos by telling viewers how and why to subscribe to your channel. Need pointers? See "Optimize Your Content" on page 49.

1 Shareable Content

> Dollar Shave Club: Humor

> Hot Wheels Record Jump: Spectacle

2 Collaboration

The audience you're seeking already exists on YouTube – you just need to find it. One effective method? Collaborate with established YouTube creators who are already reaching your target demo.

Why collaborate?

- It makes creative sense. If a creator is already interested in your product, an authentic collaboration is a logical next step.
- It benefits both parties. If you can offer a creator value that they couldn't get from anyone else, they benefit too.
- It builds audience. Each channel can tap into the other's audiences and find new fans. And a YouTube creator's audience understands the platform – how to subscribe, comment and engage.

Best practices

- Be original. YouTubers are naturally skeptical of traditional endorsements. Think of a clever (and transparent) way to involve a creator with your brand.
- Be authentic. If the audience doesn't believe the collaboration is authentic, nobody wins. Consider addressing questions and concerns upfront.

Identify potential collaborators

- Research popular YouTube creators who share your target audience.
- Browse blogs and social media sites for others who may be able to spread the word about your channel. (Social ranking sites like Open Slate and Technorati can help you find whom you overlap with.)

Remember: YouTubers are brands themselves

YouTube personalities have spent a long time building their audience, and they place a premium on protecting that relationship. No collaboration should be:

- A paid endorsement of your products.
- A one-way creative process.

Be thoughtful about whom you collaborate with, and communicate clearly throughout the process.

2 Collaboration

> O2GuruTV & Danisnotonfire and AmazingPhil/O2GuruTV

> Daily Grace and Shane Dawson/dailygrace

> Wheezy Waiter & Vsauce talk Vidcon/wheezynews

3 Discoverable Topics

Be discoverable

YouTube is one of the most-used search engines in the world. People pour onto the site looking for videos about all sorts of subjects. These viewers may not necessarily be looking for your video, but they will land on it when it's surfaced by the site.

What makes content discoverable?

- Videos on highly-searched topics will surface in search results.
- Some search terms are popular for years. Videos that address these search queries will have a longer shelf life on YouTube.

Best practices for discoverability

- Make videos around trending events. Your content will surface with the sudden rush of traffic around that topic.
- Create "evergreen" videos that will be searched for over time, such as how-to videos.
- Remember that the algorithm can't watch videos, so fully optimize metadata, including titles, tags and descriptions. (See "Optimize Your Content" on page 49.)

> Sesame Street's "Share It Maybe" video capitalizes on a trending event.

Tip

Use google.com/trends to find out what type of content your audience is looking for. This will inform your content strategy.

Use the YouTube Trends dashboard to identify popular videos that your audience is watching.

4 Accessibility

You'll know you've done your job when every episode of your show can be fully appreciated by a first-time viewer. In other words, your videos shouldn't lock out new viewers who stumble upon them.

Remember, a significant percentage of your audience will discover your video from a social feed, a search result or a related video placement. That means they won't have any context for the material.

Even a consistent series can be structured so that each video stands on its own and is accessible to new viewers.

Best practices to achieve accessibility

- Always consider the new viewer when writing and producing content. Would a new viewer immediately grasp what the video's about?
- Fold in context if necessary, but don't refer to videos the user most likely hasn't seen.
- If you do host serial content, include quick recaps at the beginning of episodes to bring new viewers up to speed.

> Each episode of the BMW Launch Films series stands on its own, whether or not you've seen previous episodes.

5 Consistency

Most top YouTube creators agree that consistency is crucial to success on the site, but consistency can mean different things.

What does consistency mean?

- Consistent **format**. Institute a recurring show or series that can be repeated again and again.
- Consistent **schedule**. Upload a video to your channel on a specific day and never miss that deadline.
- Consistent **elements**. Repeat small aspects of a show the same way every time, such as intros and outros, or revisit certain segments in each episode.
- Consistent **voice**. Have a clear and confident perspective that's apparent in every video, no matter how different each video is.

Why be consistent?

- It compels your audience to return again and again to what they like and are familiar with.
- It increases fan loyalty.
- It makes your audience comfortable.
- It helps your audience develop a sense of expectation.

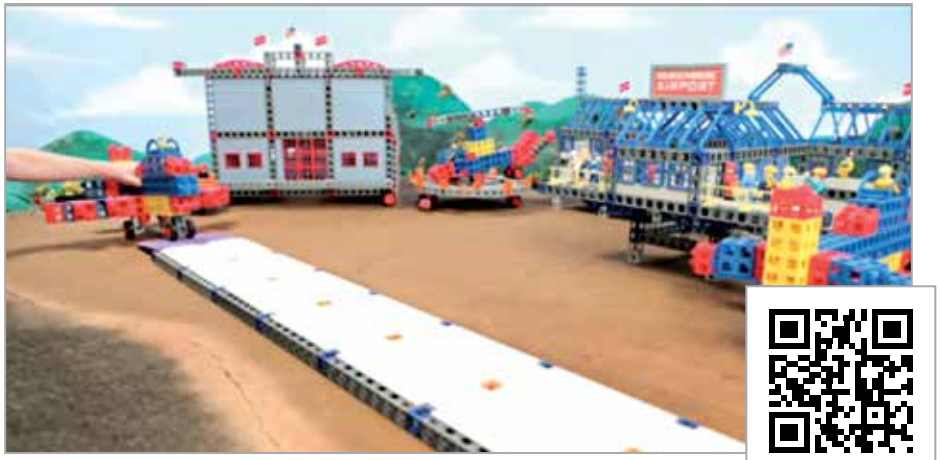
Best practices to remain consistent

- Develop video ideas that can be expressed over multiple episodes.
- Create a structured format that will prevent you from having to reinvent every video.
- Upload on a regular schedule and never miss upload day.
- Make sure your videos have a clear point of view that accurately reflects your brand.

Tip

If you're able to upload on a consistent schedule, communicate that to your audience so they know when to look for a new video. See "Schedule Your Content" on page 37 to learn how.

5 Consistency



Consistency of format/Rokenbok

> Rokenbok Airport

Consistency of schedule/RhettandLink2

> The Mythical Show Ep 4

Consistency of elements/PBSideachannel

> Why Do We Love Zombies?

Consistency of voice/Vice

> The Warrior Women of Asgarda (Documentary)

6 Targeting

The more you can identify the group you're attempting to reach, the better the response to your content will be.

Determine whether you're seeking to reach a broad group or a niche audience. Niche groups may include people who are extremely passionate about certain subjects, such as Minecraft, fingernail art or toy collecting.

Best practices for targeting your audience

- Study content that's similar to yours and try to determine which demographics are engaging with it.
- Take a look at any of your existing content (across any platform) and determine who's responding to it.
- Design every element of your content to reflect who you would like to reach.

Tip

Use YouTube Analytics to track which of your videos appeal to your target audience. See Measurement on page 103 to learn more.

Targeting a broad audience/Vsauce

> What if Everyone JUMPED At Once?

Targeting a niche audience/Puma

> PUMA Football: Usain Bolt corre com Sergio Agüero

7 Sustainability

Plan for the long run

If you've designed a consistent format for your videos, great. Now it's time to make sure you can sustain that format. Take a long look at all the elements of the production, from the location and the actors to the overall budget, and decide if you'll be able to maintain the project over time.

Why aim for sustainability?

It will help you serve your audience consistently over the long run.

Best practices for being sustainable

- Plan your creative concept carefully. Does it have longevity?
- Implement recurring formats and a predictable programming schedule.
- Make sure you have the in-house or agency resources to support this effort for the long term.

> Jamie Oliver

> Vogue: From the Vogue Closet

8 Converse With Viewers

Part of what makes YouTube remarkable is that you can converse with your fans in real time. They can let you know instantaneously what you're doing right and what's falling flat.

Why make conversational content?

Your fans want to feel as though they're helping shape your brand. Give them that rare chance to connect with your brand by providing opportunities for feedback or, better yet, involve them in your content.

Best practices for conversing with viewers

- Make an emotional connection. Cognitive psychology shows that people are more likely to remember something that caused a strong emotional response.
- Always ask for feedback. Let viewers know their comments matter, and that you're listening.
- Respond to viewer comments, both in video (when possible) and on social media.

> My Damn Channel

> OREO Separator Machine #1
Creator: Physicist David Neevel

9 Interactive Content

While being conversational with your viewers can help build loyalty, YouTube channels can take engagement further.

Viewer involvement can vary. You can share viewer questions and feedback in your videos, or incorporate their actual content into your brand channel. In some cases, you can let viewers dictate the content itself.

Why involve your audience?

- By involving your audience, you can help them develop a sense of ownership and connection to the show.
- The audience may have useful ideas and suggestions.

Best practices for involving an audience

- Give viewers a range of options for how to participate. They can simply give suggestions or, more ambitiously, actually help the channel make its videos.

> Barclays bespoke ballads turn people's tweets into songs/Bespokeoffers

> GoPro uses customer videos/gopro

10 Authenticity

In the digital age, viewers crave personal connections, and they want to learn more about what makes you special. Tell them why you do what you do: share your brand's core values, years of service, and dedication to serving them.

Why make authentic content?

Authenticity helps viewers feel more connected to your brand. Create content that feels truly inspired and you'll turn passive viewers into lifelong, loyal fans.

Best practices around being authentic

- Cast subject matter experts or industry professionals to add credibility to your message.
- Showcase real-life fan stories to make your message relatable.
- Consider telling the backstory of your brand in a special video or channel trailer. Remind fans that your brand came from humble beginnings or share little-known trivia about it.

Strive to be authentic every time

- Viewers can detect when they're watching someone who's truly passionate about their craft, or speaking about something they love. Ask yourself if that passion is apparent in each of your videos.

> Halloween Treats Gone Wrong/Crest

10 Fundamentals to Create Content People Love

Checklist:

Checklist of things to *consider*. Discover which strategies work for your brand.

- [ ] Develop show formats that are highly shareable.
- [ ] Collaborate with other YouTube channels to find new viewers.
- [ ] Converse with your audience! People tend to subscribe to people, not brands.
- [ ] Make each video comprehensible to a first-time viewer, even if it's part of a series.
- [ ] Develop a consistent voice, format and schedule.
- [ ] Give your audience unique ways to participate in the content.

Section 3:

Schedule Your Content

Develop a programming strategy and plot out your content schedule for the year.

Now it's time to map out your overall channel strategy. How do you decide which video to release when? First you need to communicate what your channel stands for, and then you need to map out the different types of potential videos and the best times to release them.

Contents:

Develop a Programming Strategy
Checklist

Develop a Programming Strategy

Strategy:

Organize your content into one of three categories – hygiene, hub, or hero – and create a programming schedule.

Why It Works:

A consistent, predictable programming schedule encourages viewers to return to your channel to see what's new.

How To Do It:

Adopt at least one strategy to boost discoverability, engagement and growth as your channel develops.

Impact

4 out of 5

Effect

- Viewership
- Subscribers
- Watch Time
- Engagement

Time Cost

Major
Full day or more

Optimization

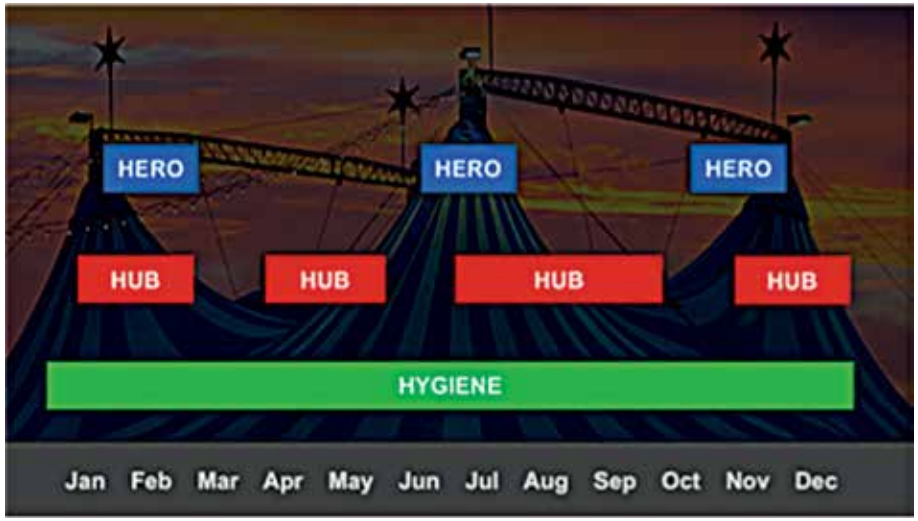
- Brand Awareness
- Influence Consideration
- Grow Loyalty

Develop a Programming Strategy

"Programming" means creating a cohesive viewing experience across your channel; each video should fit into the larger channel vision. It encapsulates both pre-production and production activities: what type of content to produce and how to publish and share it.

Your programming strategy should be articulated around three different types of content: hygiene, hub and hero content, with each content category requiring a different type of activation.

In the next pages, we'll review each content type in more detail.



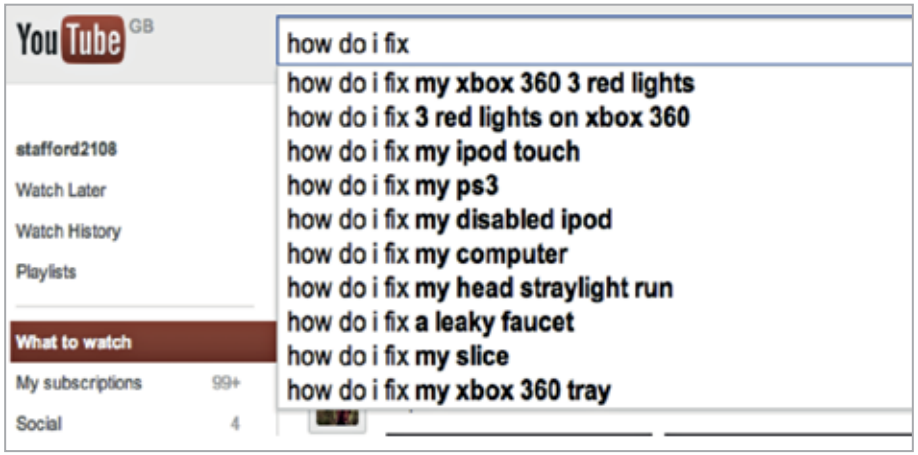
Develop a Programming Strategy

Hygiene content

You know who you want to reach. But to draw viewers to your channel, you need to capture their intent – that is, understand what they're searching for when they come to YouTube. Use search insights to find the most frequent searches (aka "queries"). Which queries can your brand credibly answer?

Start making videos that quickly and clearly answer these queries. These videos are called "hygiene" content.

"Hygiene content" means your channel's basic, always-on videos. These could include tutorials that answer the most popular search queries in your content area.


YouTube GB
how do i fix
how do i fix my xbox 360 3 red lights
how do i fix 3 red lights on xbox 360
how do i fix my ipod touch
how do i fix my ps3
how do i fix my disabled ipod
how do i fix my computer
how do i fix my head straylight run
how do i fix a leaky faucet
how do i fix my slice
how do i fix my xbox 360 tray
stafford2108
Watch Later
Watch History
Playlists
What to watch
My subscriptions 99+
Social 4

Hygiene content best practices

- Use Google or YouTube Trends to determine high-volume searches in your targeted category.
- Create a hygiene video that clearly and simply addresses a specific high-volume search query.
- Establish why the brand should be the one to answer the query, but keep the sales pitch to a minimum.
- Include branding and packaging sequences, if necessary, but only later in the video.
- Once you've answered the query, include an invitation to subscribe. Give good reasons: "We create videos like this every week."

Tip

Brands should aim for at least eight pieces of hygiene content at launch to drive channel discoverability.

Develop a Programming Strategy

You've captured your viewers' intent, and you're answering their queries. But how do you get a one-time viewer to return? It's time to drive viewers to your "hub" content.

Hub content

"Hub content" is regular, scheduled content that provides a reason to subscribe to a channel and return on a regular basis. Episodic and formatted series work best as hub content.

Hub content best practices

- Create an editorial voice with a strong, distinct style.
- Consider casting a single, identifiable personality to appear across all your content.
- Maintain a consistent visual language.
- Communicate a regular and clear release schedule in channel art, video descriptions and/or calls to action in your videos. (See "Optimize Your Content," page 49.) Weekly episodes work best.
- Develop an active promotion strategy that includes social media, cross-promotions and incentives for subscribers to share the content.

Develop a Programming Strategy

Now that you've started building a loyal audience who has subscribed to your channel and returns to see what you're up to, you're ready to think about turning up the volume with hero content.

Hero content

"Hero content" refers to the big, tent-pole events that are designed to provide a massive step-change to your audience growth. Hero content could be a live-streamed event, a viral video, a Google+ Hangout with top talent, a cross-promotion with a YouTube influencer, or even a made-for-YouTube ad. It may revolve around a large cultural event like Halloween or the Super Bowl, or it may be a major event that you instigate.

Tip

Since hero content usually requires a large investment, develop a sound hub and hygiene strategy first to build your channel's viewership.

Hero best practices

- Identify tent-pole events that are relevant to your audience.
- Develop a programming calendar covering all the videos you are going to create or curate for the event.
- Get ahead of the buzz
  - Use the "Explore" tool at Google.com/trends to gauge how much early and sustained interest there is around an event.
  - Release ancillary videos around your hero content several days before the event. The "pre-buzz" leading up to an event is just as important as (or more important than) the actual event.
  - Reach out to blogs early with your hero content.

Develop a Programming Strategy

- Ask yourself: Would people bother to share this on social media? Would this make a good newspaper headline? Can you imagine your audience paying for this content?
- Ask for your audience's participation in the event. Can they design it? Star in it? Vote for it? Turn your audience into advocates who will promote ahead of the launch.
- Use offline advertising, social media posts and influencer support. One-off flashes of activity work less well than planned promotional strategies that build over time.

Promote your channel

Now that viewers have found your hygiene, hub or hero videos, what's next? One of the best ways to turn one-time viewers into a loyal audience is to invite them to subscribe to your channel.

- Communicate that every video is part of a channel and include in each video a call to action to subscribe to your channel. See for instance how you can use annotations to tell viewers to subscribe to your channel in "Annotations" page 60.
- Highlight your channel's content, series, schedule and offerings.
- Design branding, graphics and packaging to convey the channel's theme.

Tip

See the sample programming calendar on page 40 for ideas on how to space out and integrate the release of hygiene, hub and hero content throughout the year.

Develop a Programming Strategy

What to Learn From Samsung

Examples: How content types correspond to marketing goals

Hygiene Content: High Volume Search

> Boosts discoverability

Hero Content: Tent-Pole Content

> Extends reach, impact

Hub Content: Episodic Series

> Improve frequency

Sample Programming Plan and Schedule

Schedule Your Content

Checklist:

- [ ] Capture intent across your target audience: What are they searching for on YouTube?
- [ ] Create **hygiene content** that clearly and usefully answers these queries.
- [ ] Create recurring episodes, or **hub content**, to induce viewers to keep returning to see more.
- [ ] Identify tent-pole events for your audience and schedule **hero content** around them throughout the year.
- [ ] Build a **channel calendar** to map your content strategy over the year.
- [ ] Promote your **channel** across your videos and encourage viewers to subscribe.

Section 4:

Optimize Your Content

Optimize your videos and channel to ensure you reach and keep your audience.

Creating great content is essential to finding success on YouTube, but it's only half the battle. YouTube is a big place with lots of content for viewers to choose from. A successful optimization strategy will help you take full benefit of the platform's functionalities and avoid execution mistakes.

Contents:

Metadata
Thumbnails
Annotations
Playlists
Channel Experience
Checklist

Metadata

Strategy:

Write optimized titles, tags and descriptions for your content.

Why It Works:

Metadata helps YouTube index your content. This is critical to building views from search and suggested videos.

How To Do It:

Use optimized keywords and formatting when writing metadata for your videos.

Impact

★★★★★

5 out of 5

Effect

- Search traffic
- Viewership
- Click-through Rate

Time Cost

Minimal
5 minutes

Optimization

- Brand Awareness
- Loyalty
- Influence Consideration
- Drive Sales

Metadata

YouTube is the world's second-largest search engine, and it uses metadata – your video's title, tags and description – to index your video correctly. To maximize your presence in search, promotion, suggested videos and ad-serving, make sure your metadata is well-optimized. This includes title, description and tags.

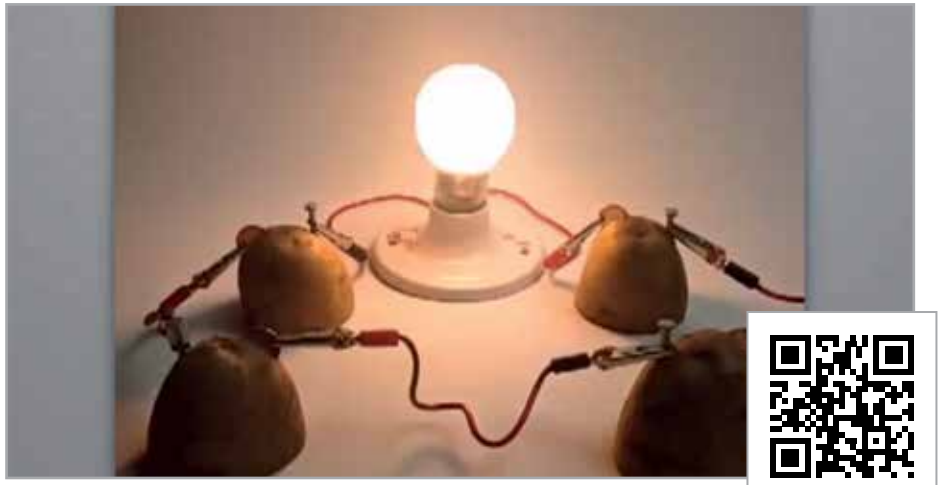
Title

Make it compelling – this is your video's headline. If it showed up in a search, would you click on it?

- Always represent your content accurately.
- Offer keywords first, branding at the end.
- For serial content, add the episode number to the end of the title.
- Update video titles so they continue to grab views.

Tip

Avoid titles that trick viewers into clicking on the video. This will cause drop-offs in the first few seconds of your video and will negatively impact your video's watch time.



Compelling title

> GE: How much science can you fit into 6 seconds

Metadata

Description

Only the first few sentences of your description will appear in search results or above the fold on a watch page – so make them count! Follow a template for all of your video descriptions to create consistency.

A video description should:

- Accurately describe your video in one or two concise sentences.
- Describe your channel and link to your channel page.
- Drive viewers to subscribe (and include a subscribe link).
- Link to other episodes or related videos and playlists.

Tip

While you may want to link offsite in your videos, keep in mind that this could affect your video's watch time. Videos with lower watch times appear lower in search results.

YouTube's new "metadata defaults" feature allows you to create templates for your metadata and ensure important text or links are always included when you upload a video.

A video description may:

- Include your channel's release schedule.
- Include links to time-codes in the video for long-form content.
- Include a recurring keyword tagline. The keyword tagline is a group of sentences that describe your channel. They should include several search-driven keywords. Repeating this tagline in episode descriptions will inform first-time viewers about your channel.

Reminder: *Remember that it is a violation of YouTube Terms of Service to use misleading metadata on your videos.*

Metadata

Tags

Tags are descriptive keywords that will help people find your videos. Create a set of standard tags for your channel that can be applied to any video you publish (e.g. filmmaking, animation, comedy, “Funny Videos,” “Pet Videos,” etc).

- Include a mix of both general and specific tags.
- Use enough tags to thoroughly and accurately describe the video.
- Update catalogue videos’ tags when new search trends emerge.
- Properly format tags to ensure proper indexing of your video.
- Include keywords from your title in your video’s tags.
- List them in order of relevance to the video and try to use the whole 120-character limit.

Tip

Update the metadata on older videos if title, tags or descriptions are not optimized. This can increase views even if the video’s been public for a long time.

Metadata resources and inspiration

YouTube Keyword Generator/Video Targeting Tool
youtube.com/keyword_tool

YouTube Trending Topics
youtube.com/videos

Google Trends
google.com/trends

Metadata

Examples:

Informative, keywords-first title

> Lego Star Wars

Series titling

> GoPro

Metadata

Examples:

The Terrifying Sound Design of Dead Space 3: Kill Screen E…

The Creators Project · 259 videos

Subscribe 292,559

57,016

812 15

Like About Share Add to

Published on Feb 4, 2013
Visceral Games built the horrific, immersive environment of Dead Space 3 through audio and visual elements that create a reality for terror to exist in.

Go behind the scenes in our exclusive video above.

Episode 1: Behind The Scenes of Crysis 3
http://www.youtube.com/watch?v=rdGmH2...

Episode 2: The Inner Workings Of Dance Central 3
http://www.youtube.com/watch?v=sEYcJT...

Episode 3: Behind The Wheel Of Forza Horizon
http://www.youtube.com/watch?v=BLtgPD...

Episode 4: The Open World of Far Cry 3
http://www.youtube.com/watch?v=WfjbMc...

For more information:
http://thecreatorsproject.com/videos/...

The Creators Project is a partnership between Intel and VICE:
http://thecreatorsproject.com/

**
Subscribe to The Creators Project:
http://bit.ly/Subscribe_to_TheCreator...
Check out our full video catalog:
http://youtube.com/user/TheCreatorsPr...

Facebook: http://fb.com/thecreatorsproject
Twitter: http://twitter.com/creatorsproject
Tumblr: http://thecreatorsproject.tumblr.com/

Thorough description with relevant links

> TheCreatorsProject (Intel & Vice)

MyLink Radio Technology: 2014 Impala Lessons in Style | C…

Chevrolet · 817 videos

Subscribe 229,866

14,412

25 3

Like About Share Add to

Published on May 15, 2013
With the 2014 Impala's available Chevrolet MyLink Radio, you can play Pandora through the available 11-speaker Bose Centerpoint surround system. And you'll also enjoy the noise cancellation technology. Explore lessons in style from the 2014 Chevrolet Impala.

Learn more about the Chevrolet Impala:
http://www.chevrolet.com/impala

Connect with other Impala fans on Facebook
http://www.facebook.com/Chevrolet or follow @Chevrolet at
http://www.Twitter.com/Chevrolet

Watch other videos about the Chevrolet Impala:
http://www.youtube.com/playlist?list=...

To see more Find New Roads videos, subscribe to:
http://www.youtube.com/Chevrolet

Category Autos & Vehicles
License Standard YouTube License

Show less

Thorough description with relevant links

> Chevy

Thumbnails

Strategy:

Create high-quality, custom thumbnails for your videos that accurately represent the content and are consistent with your brand identity.

Why It Works:

Thumbnails act as miniature marketing posters for your videos – they attract viewers to your content and compel them to click through to watch.

How To Do It:

Design and upload custom thumbnails for new videos. Update archive video thumbnails.

Impact

2 out of 5

Effect

- Search traffic
- Viewership
- Click-through Rate

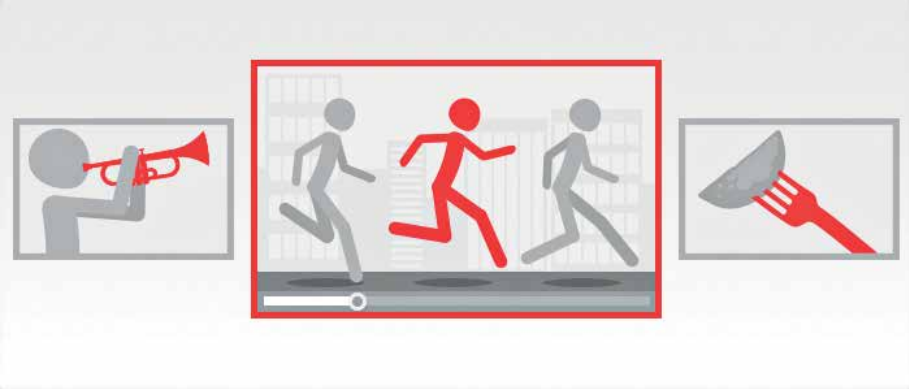
Time Cost

Moderate
<1 hour

Optimization

- Brand Awareness
- Loyalty
- Influence Consideration
- Drive Sales

Thumbnails



Thumbnails show up in different sizes and formats all across the platform and outside of it. Make sure you've got a strong, vibrant image that pops no matter what size it is.

General guidelines

- When shooting a video, take shots that will make great thumbnails.
- Always upload custom thumbnails with the video file.
- Make sure the thumbnail is not racy.
- Consider the legibility of your thumbnail at multiple sizes. Thumbnails change size depending on the YouTube placement and device.

Visual guidelines

- Use visual cues (colors, images, shapes, personalities) that are consistent with your brand.
- Clear, in-focus, high-resolution (640px x 360px min., 16:9 aspect ratio)
- Bright, high-contrast
- Close-ups of faces
- Visually compelling imagery
- Well-framed, good composition
- Foreground stands out from background
- Looks great at both small and large sizes
- Accurately represents the content

Tip

Upload high-resolution thumbnails so they appear crisp and clear wherever viewers happen to see them.

Thumbnails

Examples:

Clear, high-quality thumbnails

> HotWheels

> Vogue

> GoPro

> BMW

Annotations

Strategy:

Use annotations on your videos to increase viewership, engagement and subscribers.

Why It Works:

Annotations are unique to YouTube. They can drive viewers to more content, increase community actions on your videos, and attract new subscribers.

How To Do It:

Add relevant and helpful annotations to all your videos after upload. Use annotations on archive videos to direct traffic to new initiatives or content.

Impact

3 out of 5

Effect

- Viewership
- Subscribers
- Watch Time
- Engagement

Time Cost

Moderate
<1 hour

Optimization

- Brand Awareness
- Loyalty
- Influence Consideration
- Drive Sales

Annotations

Annotations are clickable overlays that you can add to your YouTube videos. You can use annotations in a huge variety of ways – brands and partners are always thinking of new and innovative uses.

Annotations are a great way to encourage your viewers to engage with your video and take meaningful actions as a result. The key is to create an annotations experience that is conversational and interactive.

Annotation use cases

- **Subscribe direct link.** Annotate to the "subscription confirmation" page to make it easy for viewers to subscribe to your channel.
- **Navigation.** Highlight your newest video, create a table of contents for long videos, or prompt users to enter a sequential playlist viewing experience (e.g. "Click here for the next video in this series").
- **Drive engagement with calls to action.** Invite viewers to like, comment or respond to questions. Complement scripted calls to action in the video with textual annotations.

Annotation best practices

- Avoid annotations along the very top of the frame. This is where your title will show if embedded.
- Don't obstruct the actual content.
- Don't bombard the viewer. This can feel "spammy."
- When appropriate, set annotations to open a new window when clicked. Be careful! Don't take viewers away from a video too soon.
- Annotations at the end of a video should open in the same window.

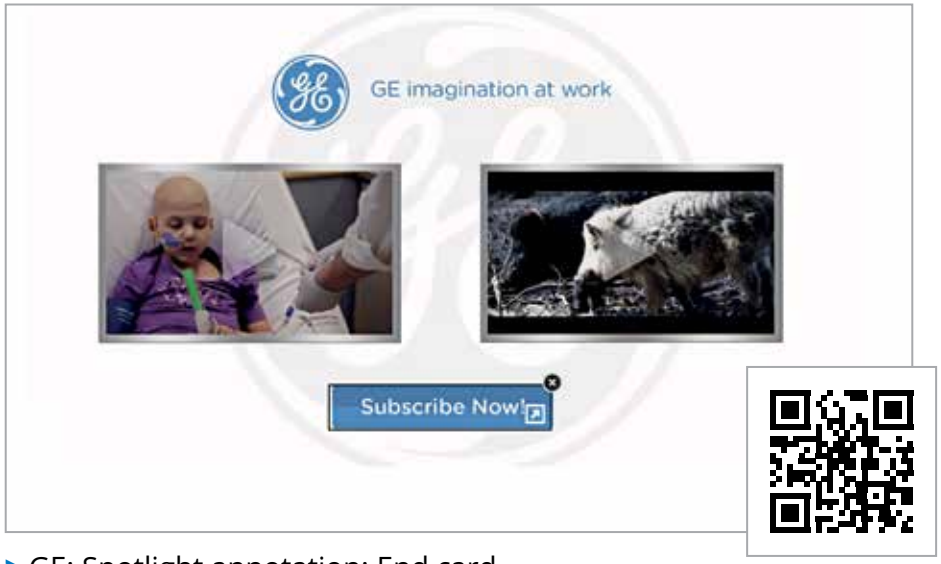
Tip

Measure the effects of your annotations in YouTube Analytics with the "Annotations" report.

Annotations

Spotlight annotations

Most annotation types are self-explanatory. Spotlight annotations stand out because they allow creators to subtly create clickable areas within a video. The text only appears when a viewer hovers over it with the mouse; a light outline shows when the viewer's not hovering. This is a great way to include unobtrusive but clickable annotations.

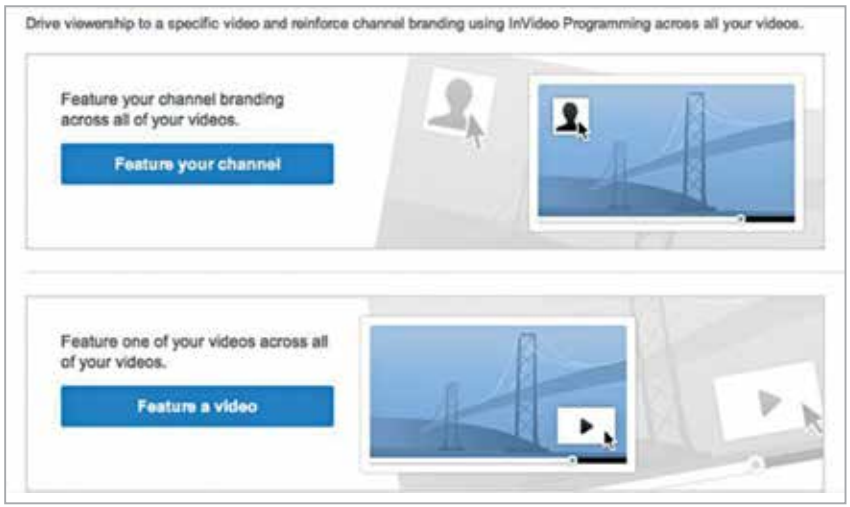


> GE: Spotlight annotation: End card

InVideo Programming annotations

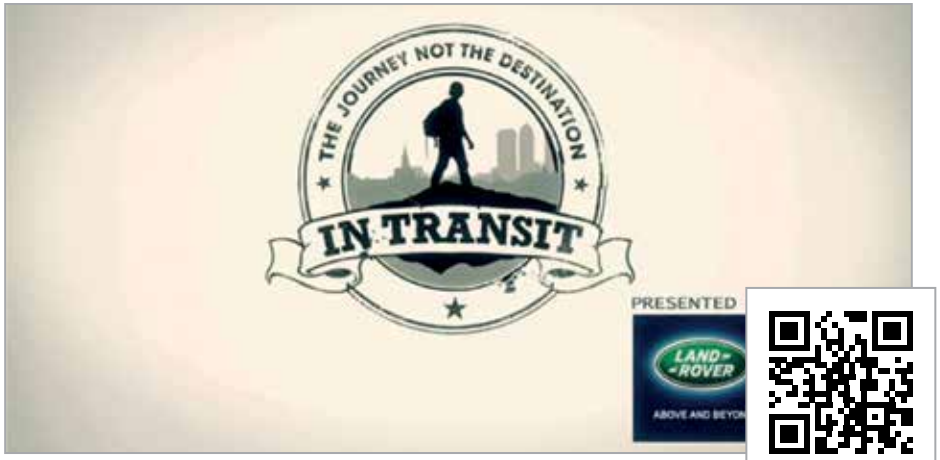
Unlike regular annotations, InVideo Programming allows you to promote both your channel and any one of your videos on YouTube across all your uploads. How InVideo Programming works:

- When promoting videos, it pulls in the thumbnail as the annotation. Videos with optimized thumbnails perform better.
- It allows you to upload a custom, transparent square image to promote your channel. Unsubscribed viewers who hover over the channel image can subscribe to your channel without interrupting the video.
- InVideo Programming annotations are viewable on mobile devices.

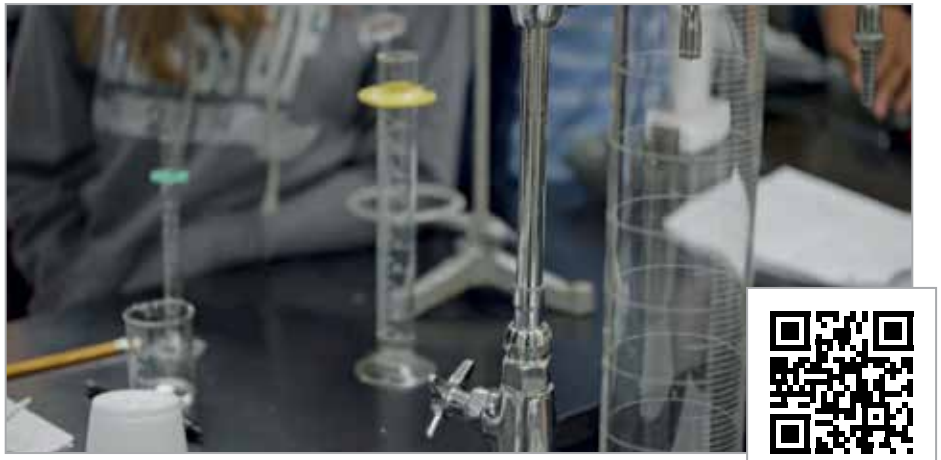

Drive viewership to a specific video and reinforce channel branding using InVideo Programming across all your videos.
Feature your channel branding across all of your videos.
Feature your channel
Feature one of your videos across all of your videos.
Feature a video

Annotations

Examples:



Annotating to more videos
> Land Rover



Featured video InVideo Programming
> GE

Channel InVideo Programming
> Lego

Playlists

Strategy:

Create and manage playlists to organize your videos and provide an extended viewing experience.

Why It Works:

Playlists make it easy for viewers to lean back and watch multiple videos with minimal effort. Playlists can increase watch time.

How To Do It:

Create playlists for different sets of videos. Optimize the playlists' metadata and direct viewers to these playlists via annotations and links. Publish playlists as channel posts to your channel feed.

Impact

4 out of 5

Effect

- Viewership
- Watch Time
- Engagement

Time Cost

Moderate
<1 hour

Optimization

- Brand Awareness
- Loyalty
- Influence Consideration
- Drive Sales

Playlists

Playlists allow you to collect, organize and publish multiple videos together. This increases watch time and creates another asset that will appear in search results and in Suggested Videos. You can create playlists using your own videos, other videos, or a combination of both.

Playlist use cases

- Group a set of videos that you want viewers to enjoy in a single session or in a particular order.
- Organize videos around a theme or a tent-pole event.
- Separate multiple shows into playlists and feature on your channel.
- Combine your most-viewed videos with new uploads.
- Curate good brand-advocating videos (reviews, testimonials, hygiene, etc) created by your community.

Playlist best practices

- Choose a strong thumbnail for your playlist. Make it pop!
- If a playlist needs context, upload a short, snappy intro video or interstitial videos with a host. Create a hosted playlist.
- Make your metadata work for you. A strong title, tags and description will help people find your playlist. (See Metadata.)
- Use Playlist Notes to write conversational asides about individual videos.
- Use in-video messaging, annotations, end-cards and links to send viewers to a playlist.
- Feature your playlist on your channel page by creating a new "section."

Tip

To link to a video in Autoplay playlist mode, click the share button and then copy and paste that URL. The video link will launch the whole playlist.

Playlists

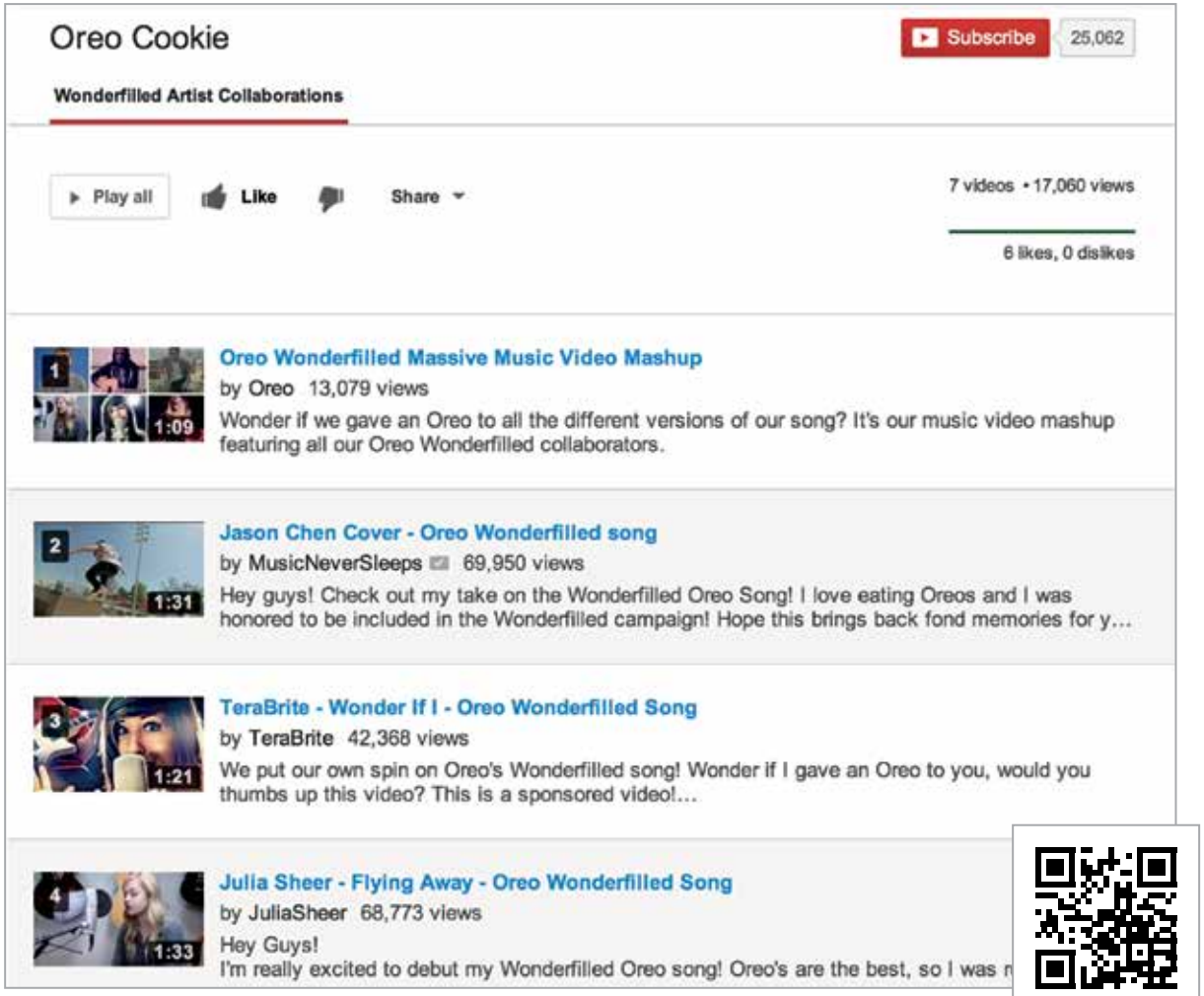
Examples:

Playlist watch page

> Covergirl

Playlists

Examples:


Oreo Cookie
Subscribe
25,062
Wonderfilled Artist Collaborations
Play all
Like
Share
7 videos • 17,060 views
6 likes, 0 dislikes
1
1:09
Oreo Wonderfilled Massive Music Video Mashup
by Oreo 13,079 views
Wonder if we gave an Oreo to all the different versions of our song? It's our music video mashup featuring all our Oreo Wonderfilled collaborators.
2
1:31
Jason Chen Cover - Oreo Wonderfilled song
by MusicNeverSleeps 69,950 views
Hey guys! Check out my take on the Wonderfilled Oreo Song! I love eating Oreos and I was honored to be included in the Wonderfilled campaign! Hope this brings back fond memories for y...
3
1:21
TeraBrite - Wonder If I - Oreo Wonderfilled Song
by TeraBrite 42,368 views
We put our own spin on Oreo's Wonderfilled song! Wonder if I gave an Oreo to you, would you thumbs up this video? This is a sponsored video!...
4
1:33
Julia Sheer - Flying Away - Oreo Wonderfilled Song
by JuliaSheer 68,773 views
Hey Guys!
I'm really excited to debut my Wonderfilled Oreo song! Oreo's are the best, so I was

Curated playlist of videos hosted on other channels

> Oreo Cookie

Channel Experience

Strategy:

Create a coherent channel experience to build your audience and turn non-subscribed viewers into subscribed fans.

Why It Works:

An effective channel strategy communicates what your channel is all about and gives viewers a reason to keep returning. A well-organized channel page and robust channel metadata will make your channel a richer destination for both current and potential subscribers.

How To Do It:

Use videos to promote your channel, and use platform features to deliver an excellent channel experience.

Impact

4 out of 5

Time Cost

Moderate
<1 hour

Effect

- Viewership
- Subscribers
- Watch Time
- Engagement

Optimization

- Brand Awareness
- Loyalty
- Influence Consideration
- Drive Sales

Channel Experience

Your channel is the face of your brand on YouTube. It allows you to collect and organize all your videos in one place. Several customizable channel features will help ensure that you're delivering the best experience for your viewers while making your brand more discoverable across YouTube.

Optimize your channel and brand across YouTube

A number of channel features will follow your videos across the YouTube site and on devices. Make sure that they effectively represent your brand personality.

Channel name

- Pick a short, memorable channel name in line with your brand identity. This will appear widely across YouTube, so make sure it's the best representation of your brand.

Channel icon

- Upload a square, high-resolution image to be your channel's icon across YouTube. The image will appear alongside all your videos on the watch page. (In most cases, you can use your brand's logo.)

Channel description

- The first few words of your channel description appear most frequently across the site, so highlight your most important branding upfront.
- Include your upload schedule, especially if you host multiple content types or series.

Channel art

- Channel art is your channel's primary branding across all devices. Create customized, visually-compelling channel art. Busy images don't scale well, so keep the image simple.
- Add website and social media links to the About tab. Include these links in your channel art to help tie your YouTube presence to the rest of your online brand.
- Check how your channel looks in search, related channels and the channel browse page. Do your channel icon, channel name and channel art do a good job representing your brand to potential fans?

Tip

Associate your official website with your YouTube channel.

Channel Experience

Optimizing for subscribed fans

What to watch next

- Subscribed viewers see personalized recommendations of "What to Watch Next" based on their viewing history.
- Promote a video with InVideo Programming to make it appear first in the "What to Watch Next" recommendations.

Recent activity

- Your most recent feed posts will appear on your channel page in the recent activity feed and on the activity tab.
- Keep your feed active with uploads, likes and channel posts. This will give your fans another reason to come back regularly.

> **Tip**
>
> Your top section will show up most frequently across devices. Make sure it will draw in new viewers.

Optimizing for unsubscribed viewers

In the Browse view of the channel page, subscribed and unsubscribed viewers see different versions of your channel. The unsubscribed view is your first opportunity to convince potential fans to subscribe.

Channel trailer

- Enable the channel trailer for unsubscribed viewers. This video will auto-play, so tell new visitors what your channel's all about and why they should subscribe.
- Keep your trailer short, but make sure you ask the fans to subscribe!
- Show, don't tell. Give potential fans a taste of your best content.

Sections

- Sections organize videos, playlists and channels on your channel's Browse page. Subscribed and unsubscribed viewers will see them.
- Sections can divide your content by genre, theme, show or any other criteria. Effective organization will help your audience find the content most relevant to them.

Channel Experience

Gain subscribers by promoting your channel

Once you've optimized your channel for new viewers, it's time to use YouTube tools to bring new users to your channel.

InVideo Programming – Channel Promotion

- Enable Channel Promotion in InVideo Programming to place your channel icon across your entire video library.

Annotations and calls to action

- Use end-cards or other clickable annotations to push viewers to your channel page.
- Vocal calls to action along with annotations or video description links can help increase click-through rates.

Linking with Google+

- Link your YouTube channel to your Google+ page to amplify the social reach of your videos, increase discoverability of your content and offer a more streamlined Google experience. It is also meant to enable new features for easier management of your YouTube channel. See "Amplify Your Content With Social" on page 89.

Related Channels

- Related Channels are promoted channels populated by YouTube that appear on your channel page. Recommendations are based on channels that are similar to yours.
- Be sure to enable Related Channels. Disabling the feature will pull your channel from being promoted on other channels.

Featured Channels

- Featured Channels are channels you choose to promote on your channel page. For instance, highlight other channels in your brand's portfolio.
- If you are promoting a large number of channels, rotate through the list using the "shuffle" feature. This ensures all your channels get visibility.

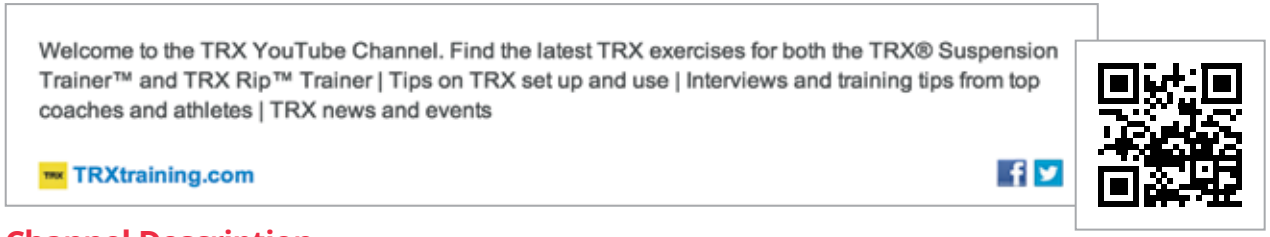
Learn how to gain subscribers using paid promotion in "Turn Viewers Into Subscribers" on page 86.

Tip

Make sure your icon doesn't distract from the videos or overlap with existing annotations.

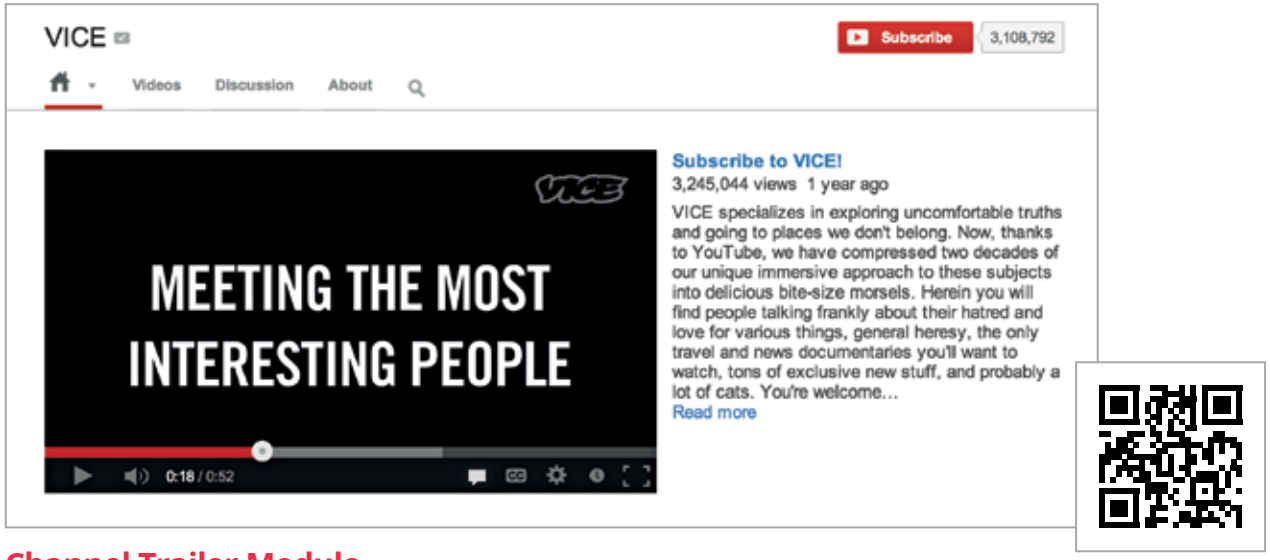
Channel Experience

Examples:


Welcome to the TRX YouTube Channel. Find the latest TRX exercises for both the TRX® Suspension Trainer™ and TRX Rip™ Trainer | Tips on TRX set up and use | Interviews and training tips from top coaches and athletes | TRX news and events
TRXtraining.com

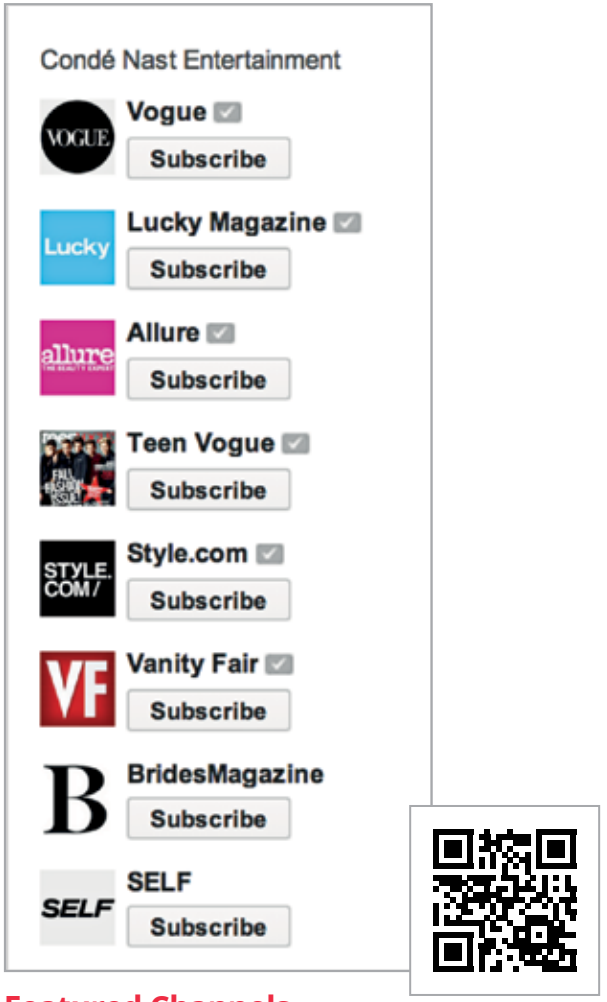
Channel Description

> TRX


VICE
Subscribe
3,108,792
Videos
Discussion
About
MEETING THE MOST INTERESTING PEOPLE
0:18 / 0:52
Subscribe to VICE!
3,245,044 views 1 year ago
VICE specializes in exploring uncomfortable truths and going to places we don't belong. Now, thanks to YouTube, we have compressed two decades of our unique immersive approach to these subjects into delicious bite-size morsels. Herein you will find people talking frankly about their hatred and love for various things, general heresy, the only travel and news documentaries you'll want to watch, tons of exclusive new stuff, and probably a lot of cats. You're welcome…
Read more

Channel Trailer Module

> Vice



Featured Channels

> GlamourMag

Optimize Your Content

Checklist:

- Get your **metadata** in shape! Make your titles, tags and video descriptions work for you.
- Create visually-compelling **thumbnail** images to make clicking on your videos irresistible.
- Include a few well-placed **annotations** in your videos. Ask for subscribers and drive viewers to other videos, but don't overwhelm them.
- Use **playlists** to group similar videos on your channel, and offer your viewers a curated, lean-back watching experience.
- Make sure your **channel, description and icon** are optimized for discoverability across YouTube.
- Consider **featuring channels** your brand supports on your brand's channel page. This is a great opportunity for cross-promotion with YouTube creators.

Section 5:

Promote Your Content With Paid Media

Leverage paid video advertising to put your content in front of the right audience.

The key to success on YouTube is not only to produce great, relevant videos, but also to make sure your target audience sees them. In this section, we'll guide you through cost-effective strategies to help you get the most out of paid and earned video views and ensure effective promotion of your content on YouTube.

Contents:

Ignite Earned Media With Paid Media
Choose the Right Video Ad Format
Optimize Your Video for Paid Promotion
Optimize Your Ad Campaign
Choose the Right Promotion for Each Content Type
Turn Viewers Into Subscribers
Measure Your Success
Checklist

Please Note: All the strategies outlined here require you to pay for your own advertising. To get started with paid promotion, contact your Google sales representative.

Promote Your Content With Paid Media

Strategy:

Use paid media to accelerate your audience-building efforts and promote discovery of your content.

Why It Works:

Promoting your videos allows you to connect with audiences who might not have found your channel otherwise. It can accelerate views and shares of your content.

How To Do It:

Leverage paid media to find the right audience for your content and to ignite earned media.

Showcase your content with great video ads and ensure these video ads reach an interested audience through skippable advertising.

Impact

★★★★★

5 out of 5

Effect

- Increase in Search traffic
- Views, Clicks, Subscriptions

Time Cost

Moderate
<1 hour

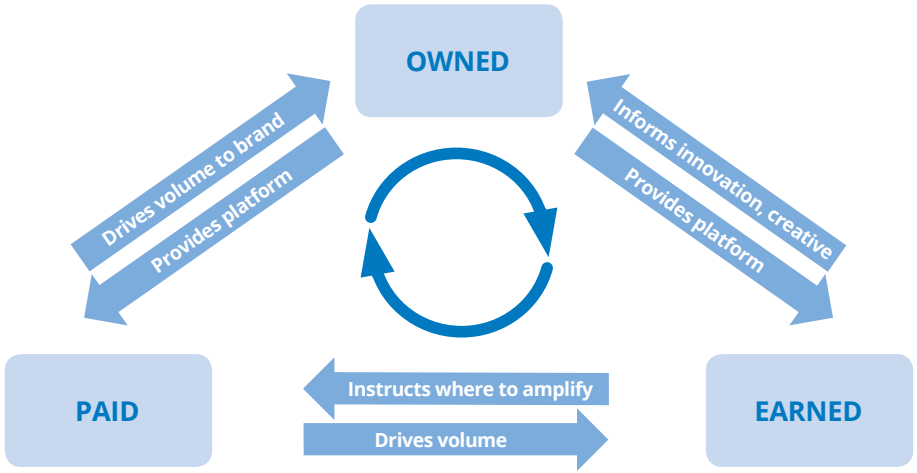
Optimization

- Brand Awareness
- Loyalty

Ignite Earned Media With Paid Media

Given the abundance of videos on the web, it's risky to assume that your content will be organically discovered by a large audience. It is key to design a solid plan to promote your content and ensure it's viewed by your target audience.

Virality plays a key role in building your audience on YouTube, but unless you already have millions of subscribers, you'll need to seed your content when it launches. Indeed, when they don't have an existing subscriber base or engaged social following, many brands use paid advertising on YouTube to ignite sharing and accelerate audience building.



The YouTube platform allows you to optimize your investment in paid media by activating the virtuous circle that links Owned Media (your video content), Paid Media (paid video advertising) and Earned Media ("free" views obtained when people share the video ads).

One major benefit of advertising on YouTube? Earned impact.

Over the last six months, we've seen **over 6,000 campaigns** generate at least one earned view as a result of every two paid views. And we know the YouTube audience isn't shy about sharing brand content: Three in four YouTube users agree that "If there is a brand I love, I tend to tell everyone about it."

Indeed hundreds of campaigns get more than two earned views per paid view.

Choose the Right Video Ad Format

You want your videos to reach the audience most interested in your content and therefore the most likely to share it.

That's why YouTube created a brand-new type of video advertising called **TrueView**, the first ad format where viewers choose whether or not to view an ad. (It's also called "skippable advertising," because viewers can skip the ad after the first five seconds.)

This ad format ensures that you pay for advertising only when a user watches the ad. It also ensures that viewers pay more attention to your ad because they've actively chosen to watch it.

When you have a new video, consider transforming it into an ad that will be promoted through a TrueView campaign. This is a great way to **reach audiences who might not naturally look for your brand** but could be enticed to explore your channel after seeing a compelling video.

"If you drop the idea of ambushing people's attention by shoving videos down their throat, and instead ask them to **view by invitation**, you can share an idea."
Chris Anderson, TED

Choose the Right Video Ad Format

The TrueView Ad Format offers **three different types of placements** to reach your interested audience. In each placement, you only pay for a "true view."

TrueView in-stream

TrueView in-stream ads play before the start of a YouTube video. Viewers see five seconds of your ad and then can choose to keep watching or skip it. You pay a "cost-per-view" if they choose to watch at least 30 seconds of your ad.

Tip

To get started with TrueView video ads, contact your Google representative or upload your video to YouTube, create an AdWords account at adwords.google.com, create a new "online video campaign," set a budget, and follow the best practices outlined in this playbook.

Choose the Right Video Ad Format

TrueView in-display

In-display ads appear as a thumbnail and text on **YouTube watch pages** (in the right-hand pane of suggested and recommended videos) and also on the **Google Display Network**.

You pay a "cost-per-view" when a user clicks through to your ad and begins watching your video. In-display ads allow you to reach audiences from different websites. They can be especially useful for new creative you want to surface.

TrueView in-search

With in-search ads, your video appears in a special promoted section of the **video search results** pages on YouTube and Google video results.

You pay only when a viewer chooses to watch your video. Book an in-search ad when you want to surface any video in the search results for a high-frequency query.

Tip

Need help setting up your campaign? Search for the **"Mastering AdWords for Video"** playlist on YouTube.

Optimize Your Video for Paid Promotion

Before you start paying to promote your videos, make sure they're well-optimized for online advertising. Here are some **tips for creating compelling video ads** that take advantage of the online ecosystem.

- **Make the first five seconds count.** After this the user can skip your ad. Convince them to stay!
- **Keep it short.** Shoot for 30-60 seconds.
- **Show viewers what you're all about.** Include clips of your content and make the ad in the same style as the content on your channel.
- **Use calls to action.** Tell users exactly what you want them to do after watching your ad: subscribe, engage or watch more.
- **Give users time to take action.** The last ten seconds or more of your video should give users time to click. Create a static call to action in an end-card.
- **Give your video ad a real title.** Ad titles are visible to the user, so don't call it an "ad." Use this space to double-down on your call to action and name it something like "subscribe to my channel."
- **Upload a compelling thumbnail.** Use clear, interesting and creative thumbnails to entice users to click on your video ad.

Optimize Your Ad Campaign

While each campaign is unique, these best practices can help you leverage paid media to ignite earned media in the most cost-effective way.

What are the best campaign tactics to promote new videos?

Start your paid media campaign with a **"blast" TrueView** campaign that reaches a broad target audience in the **first three to five days** after uploading a new video.

Because you don't pay if a user chooses to skip your TrueView video ad, there's little financial risk. This approach allows you to promote your content to a wide potential audience and helps the video surface in natural search, which will kickstart organic views.

Then switch to a more targeted approach. Use remarketing to reach users who've already visited your channel and continue to earn new views at an optimized cost.

How does a brand target specific audiences with TrueView?

- **Topic and interest category targeting.** Is your audience interested in certain subjects? Topic targeting allows you to show your ad on topic-specific channels. Similarly, interest category targeting allows you to show your ad only to users with particular interests. If, for example, you sell kitchen supplies, you can target YouTube users who watch food videos.

- **Use video remarketing to target people who've shown interest in your brand or content.** You can show ads to users who have viewed, liked or commented on your videos or visited your website. AdWords' custom combinations feature allows you to target, for example, users who have viewed your video but who have not yet purchased your products. The combinations are endless.

Choose the Right Promotion for Each Content Type

Intent-based vehicles for hygiene content

Hygiene content answers main search queries related to your brand or category. Promote this content with **always-on** campaigns that make sure users see your ad when searching. TrueView in-search is especially well-adapted to hygiene content.

In-search ads are a tailored, "hand raiser" format in which the advertiser accurately answers the very question a potential customer is asking.

Targeted ads for hub content

Hub content is regular, scheduled content that gives users a reason to return to your channel on a regular basis. Promote this content using **in-stream ads** targeted to the audience potentially most interested in your content.

If your hub content deals with specific subjects, select **topic targeting or interest targeting** for your ads. You can also use video remarketing to target users who've already shown interest in your content, such as viewing or liking your previous videos.

You can use TrueView in-stream ads or reserved in-stream ads. Both run before a video, but when you reserve in-stream ads, you can choose whether or not you want users to be able to skip your ad. In this case, you pay ahead of time per impression (rather than per "chosen" view).

Choose the Right Promotion for Each Content Type

Tip

If you want to drive a specific audience to an event, consider combining video remarketing with TrueView. For example, if you want to target women who have previously engaged with your content to drive them to a fashion week event, use TrueView ads targeting women who have watched your videos or visited your website.

Orchestrate a multi-channel campaign for hero content

When you need to drive a high volume of traffic to a one-of-a-kind hero event, you may want to complement your targeted TrueView promotion effort with reservation-based ads.

Reservation-based ads are a good fit for brands that need a guaranteed number of impressions within a specific time frame. The following formats allow you to reach a large audience and pay up front.

Leverage mastheads and mobile

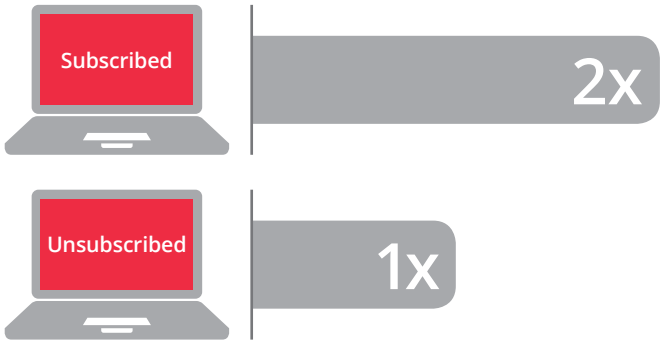
The YouTube masthead is the dominant spot on the YouTube homepage and can be booked for 24 hours. It is a very powerful way to announce a hero event and reach a massive national audience. The cross-screen masthead runs on both YouTube desktop and mobile.

Another mobile option is YouTube's mobile roadblocks, pop-up ads that run on users' mobile devices and also target a national audience for 24 hours.

To make the most of your campaign, include a "subscribe" button on your roadblocks and ensure they link to your YouTube channel. Combine these with TrueView video ads when driving to a hero event.

Turn Viewers Into Subscribers

Are you generating lots of views but not a lot of subscriptions? Turn these one-off viewers into long-term channel fans. Our internal data show that when subscribers view your content, they watch for twice as long as users who watch your content but are not subscribed to your channel.



Average watch time of channel content in minutes

Targeting

- Create a remarketing list of all users who have viewed a channel video.
- Create another list of all users who have subscribed to your channel.
- Combine these lists in a "custom combination" that targets all viewers who have viewed a video but are not yet subscribers.

Ads

- Create a channel trailer in which you remind your viewers why they watched your videos in the first place, and include a very clear call to action to subscribe. Promote this trailer as a TrueView in-stream ad.

Tip

To drive subscriptions with your in-stream ad, use this as your destination url: www.youtube.com/subscription_center?add_user=[insert your channel here].

Measure Your Success

Measuring with AdWords for video

To unlock key campaign performance metrics in Adwords for video, link your Adwords and YouTube accounts. Then, in AdWords for video, enable the "audience" columns to see the number of:

- **Earned views.** The number of videos a user watched after having seen your ad.
- **Follow-on subscribers.** The number of users who subscribed after having seen your video ad.

Other success metrics are available in Adwords for video, including conversion, reach, frequency and website clicks.

Measuring with YouTube Analytics

Visit the "Traffic Sources" report in YouTube Analytics to see how much of your channel's viewership is coming from your advertising efforts.

Promote Your Content With Paid Media

Checklist:

- [ ] Implement a solid, **targeted promotional plan** to accelerate your audience building.
- [ ] Ignite **earned media** by leveraging paid media.
- [ ] Use the **TrueView ad format** to put your content in front of the most interested audience. You will only pay when someone watches your video.
- [ ] Target your ads **broadly at first**. Narrow your reach (using custom combinations) after you've gathered data about who's watching you.
- [ ] **Optimize** your video for paid promotion using our tips.
- [ ] Turn viewers into **subscribers** to maximize your channel's watch time.
- [ ] **Measure** your success! Gather data in YouTube Analytics and AdWords for video.

Section 6:

Amplify Your Content With Social

Use social media to improve your content's discoverability and interact with your audience on multiple platforms.

Online video is an inherently social medium. People are drawn to online video and web series because they can interact with the creators in ways that they can't on television. In this section, learn how to optimize the social amplification of your content.

Contents:

Interact With Your Audience at Scale
Top Fans
Google+ Hangouts on Air
Leverage All Marketing Channels
Leverage Google+
Checklist

Amplify Your Content With Social

Strategy:

Interact with your audience more systematically and at scale to build a community around your content on YouTube.

Why It Works:

An engaged community often leads to a dedicated audience who will come back to your channel again and again and become powerful brand advocates.

How To Do It:

Create viewer-centric content, engage with your audience through leveraging the social features offered by the platform, and develop relationships with top contributors.

Impact

4 out of 5

Time Cost

Medium
1+ hour

Effect

- Subscribers
- Viewership
- Click-through Rate

Optimization

- Brand Awareness
- Loyalty
- Influence Consideration

Interact with Your Audience at Scale

Communities will happen with or without you on YouTube. You want to make sure you're the one leading the discussion in a fruitful direction.

Develop relationships with top contributors

- Respond to frequent commenters, and share insider news and updates with them.
- Respond to comments in the first few hours after you publish a video. These first commenters are your loyal community members.

Recognize your community

People love to be recognized. Wherever possible, include your community in your videos.

- Shout them out by name.
- Read their comments for the audience.
- Offer fan merchandise or exclusive content shared through unlisted videos.

Engage your community on and off YouTube

Do some research. Which social platforms is your community using? Jump into the conversation on those social networks.

Tip

Remember, good debates are a part of a healthy community; remove comments targeted at an individual or group.

Interact with Your Audience at Scale
Top Fans

Introducing Top Fans

YouTube now offers a robust new tool to channels with more than 5,000 subscribers: Top Fans.

Merge your Google+ page with your YouTube channel, and then use the Insights feature or the Fans feature to learn about and connect with your fans.

Insights features

Insights enables you to share content quickly and privately with a circle of your most-engaged fans.

- Engage with your top fans first. Share pictures from your latest shoot, solicit advice, or share videos privately a day or two before they release.
- Upload privately to ensure that only your circle of top fans sees the video. Their comments will also be private.
- Promote and host private Hangouts with your top fans. Let fans know what you're up to in a face-to-face chat.

Insights: Who and what

Insights helps you understand who your audience is and what they're doing on YouTube.

- Look at the demographics of your Top Fans. Are there any surprises?
- Do your fans consistently watch other creators? Reach out to those creators and collaborate.

Tip

Don't have time to create a behind-the-scenes video? Share photos from your shoot as it happens! And remember: Animated GIFs play in-line on G+ pages.

Interact with Your Audience at Scale
Top Fans

Fans features

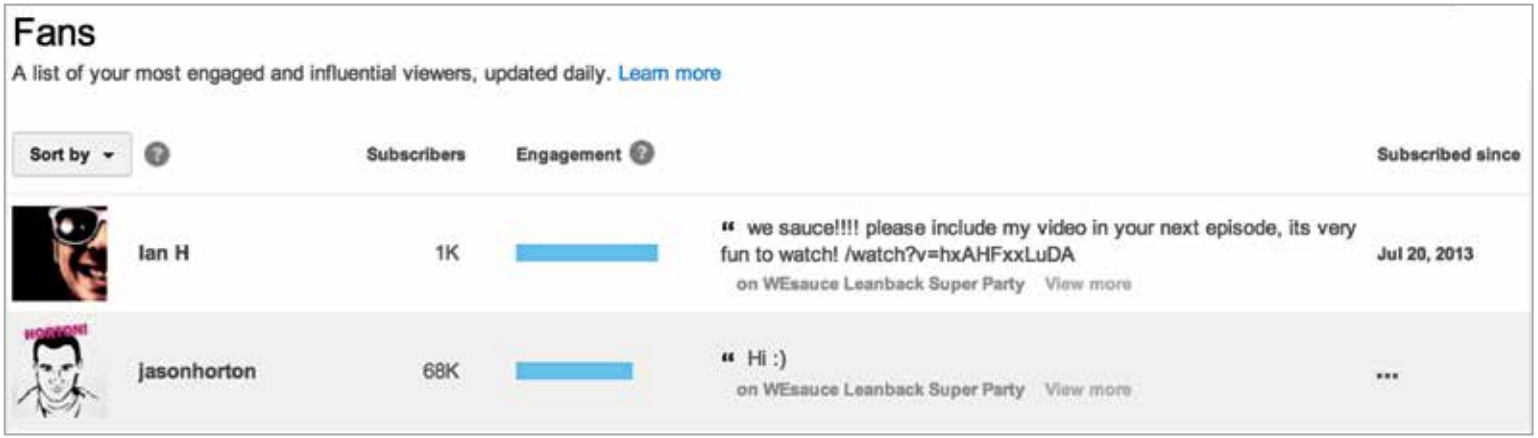
The Fans section gives you granular information about your top fans. You'll see:

- A list of top fans (refreshed daily).
- A recent comment.
- The number of subscribers to their channel.
- An engagement score.
- The date they subscribed to your channel.

You'll be able to message fans and/or add them to a circle on G+ as long as both your channel and theirs are connected to a G+ page.

Fans: Best practices

- Sort your top fans by their engagement scores. Who are your most engaged fans?
- Add new fans to your circle regularly.
- Scan recent comments from top fans. Click "comments" to reply to the comment on the video watch page.
- Send private messages via G+ or mention their channels in future videos.
- Sort fans by the number of their subscribers. Are some of your most engaged fans also YouTube creators? Collaborate with them!



Interact with Your Audience at Scale Google+ Hangouts On Air

What are Google+ Hangouts On Air ?

Conversations are better face-to-face. With Google+ Hangouts On Air, brands may start a multi-person video chat with up to ten people at once and broadcast it to thousands of other people live. After the broadcast, a full-length recording can be uploaded to your YouTube channel which you can share with fans and followers. Hangouts On Air make it easy to have personal conversations that bring brands closer to their target audience.

Innovative uses for Hangouts

- Gather testimonials. Bring together customers to share their positive experiences with your brand.
- Launch a product. Use Hangouts as a broadcast platform to launch a new product and have the team share its thoughts with media and fans.
- Spotlight a VIP. Introduce fans to their idols in a Hangout – they can even ask questions.
- Go behind the scenes. Give fans an inside look at how the magic is made.

Hangouts: Best practices

- Plan ahead! List talking points and choose participants.
- Spread the word with advance announcements and teasers.
- Set up the stage with wired Internet and good lighting, and plan one rehearsal.
- Broadcast your hangout on all your platforms. It will automatically display on your YouTube channel and Google+ page. It can be embedded on your Facebook page, Twitter feed and brand website.
- Promote an edited “best of” version to drive additional views after the Hangout On Air ends.
- Hangouts On Air can be a great tactic to launch a new channel, especially if you’re able to leverage key talent and collaborator fan bases to get attention for this event.

Interact with Your Audience at Scale

Examples:

Google+ Hangout

> Cadbury

Leverage All Marketing Channels

Strategy:

Use offline or alternative distribution to market your content or channel.

Why It Works:

Video discovery is decentralized. Find viewers where they are, and share your video on the platforms they trust.

How To Do It:

Use existing assets or new partnerships and outlets to promote your videos. Target your outreach based on each initiative's character.

Impact

4 out of 5

Time Cost

Medium to High

Effect

- Subscribers
- Search Traffic
- Viewership
- Click-through Rate

Optimization

- Brand Awareness
- Loyalty
- Influence Consideration
- Drive Sales

Leverage All Marketing Channels

Social media

Don't limit your purview to YouTube. Many viewers will encounter your videos through social media, other websites and blogs. **Cross-channel, device-agnostic campaigns are the key to social success.**

Be ready to deliver the right message to the right consumer at the right time. Remember:

- **500** years of YouTube videos watched on Facebook/day.
- **700** YouTube videos shared on Twitter/minute.

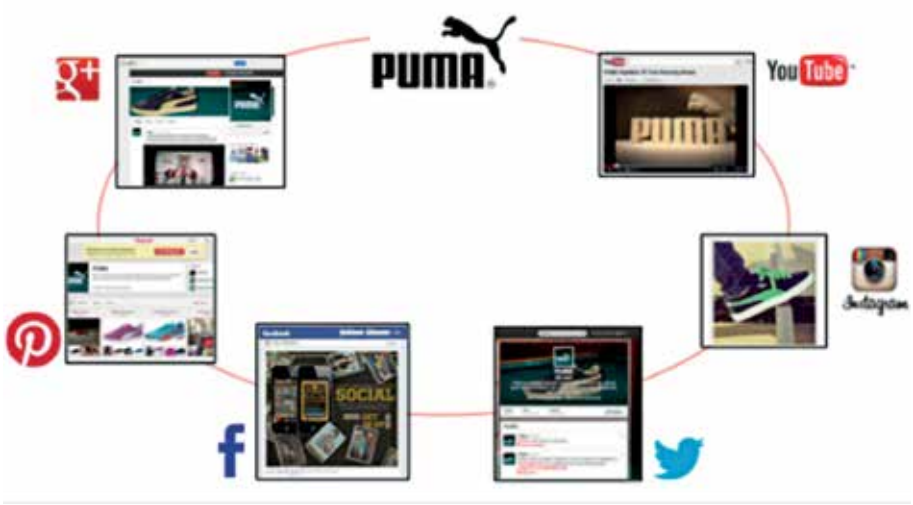
What works on Facebook might not work on Google+ and vice versa. The most innovative and effective brands use a variety of social networks to achieve different objectives.

Social Channel	Unique Benefits
	Social graph connects users and facilitates video sharing.
	Real-time feedback on YouTube videos. Hashtags tie videos to trends and events.
	Unique storytelling medium to huge global audience. Second-largest search engine on the Internet.
	Enhancing audience segmentation. Driving engagement through Hangouts.
	Sharing & visibility of visual content. Creating curated lifestyle content.

Leverage All Marketing Channels

TV Spot drives to YouTube
> Land Rover

YouTube channel on brand website in social media section



Powered by

WILDFIRE by Google

Tip

Partner with a third party such as Wildfire, Google's in-house social media marketing platform, to help you seamlessly execute consistent campaigns across multiple networks.

Leverage Google+

Strategy:

Leverage Google+ to build viewership and engage with your audience in new ways.

Why It Works:

Google+ extends the reach of your channel and improves content discoverability across Google's products and platforms.

How To Do It:

Connect your channel with a Google+ page or profile, and take advantage of new features that enhance integration between Google+ and YouTube.

Impact

4 out of 5

Time Cost

Moderate

Effect

- Views
- Engagement
- Comments
- Discoverability

Optimization

- Brand Awareness
- Loyalty
- Influence Consideration
- Drive Sales

Leverage Google+

The integration between Google+ and YouTube will amplify the social reach of your YouTube videos and offer a more streamlined Google experience. It enables a number of distribution and promotional benefits, including:

Engage through syndicated content: Videos from your brand channel are simultaneously promoted across Google+ and YouTube, maximizing your content's visibility.

YouTube tab on the Google+ page: Latest public uploads will automatically populate the YouTube tab of your Google+ Page.

Top Fans: Linking your YouTube channel to your Google+ page unlocks the Top Fans feature, which gives you more information about your audience and more ways to engage with them.

Live streaming through Google+ Hangouts On Air: Your channel will be enabled for free live streaming through Google+ Hangouts on Air.

Google+ sharing features enabled on YouTube: Uploads can be auto-shared to Google+ publicly or privately to specific circles.

Annotation links to your Google+ page: You can place an annotation in your videos that links to your Google+ page. Use this feature to increase awareness of your page, and to get your subscribers to follow you on Google+, too.

Multi-user channel management: If a channel is linked to a Google+ page, then multiple people can manage the channel without sharing passwords. Managers of the YouTube channel must be listed as a manager of the linked Google+ page.

Amplify Your Content With Social

Checklist:

- Define your community and give fans a reason to keep coming back for more videos.
- Develop relationships with your **top fans** – respond to their comments and recognize them in your videos.
- Spur **conversations** within your community. Know that healthy debate is a sign of a strong community.
- Use **multiple social media platforms** to find and engage your audience.
- Use Google+ to learn more about your top fans and treat them to exclusive experiences.

Section 7:

Measurement

Identify the right KPIs to measure the success of your brand's YouTube strategy.

Measurement is key, both for defining success and optimizing towards it. In this section, we'll present you with tools that will help you track metrics around all of your paid, owned and earned media on YouTube. We'll also help you select KPIs that make sense for your objectives.

Contents:

Identify Your Key Metrics
KPI Summary
Tracking Tools Overview
Glossary

Identify Your Key Metrics

YouTube can effectively shift a number of your most important branding metrics. The key is to decide what success looks like and then translate that into metrics that are relevant for YOUR brand. See "Guiding Principles" on page 16. We've highlighted a number of metrics that might work for your business. We strongly recommend focusing on no more than two or three.

Most brands find it useful to select one metric for each of the three buckets that measure engagement with your content:

- **Audience.** Are you reaching the right audience? How well?
- **Expression.** Is your target audience engaging with your content? How much?
- **Participation.** Is your audience endorsing and sharing your content? How much?

Tip

The YouTube Analytics API can be configured to schedule regular reports on specific metrics.

Objective	Key Metrics
AUDIENCE	
How did your audience discover your videos?	Search share of voice on category terms
Are your videos attracting an audience?	# Views or % audience reached
EXPRESSION	
How long is your audience watching your content?	Watch time
Are you capturing the audience's attention?	# subscribers or % audience subscribes
Is your audience engaging with your videos?	Clicks
Did your videos drive traffic to other videos and/or your site?	
PARTICIPATION	
Is your audience endorsing or sharing your content ?	# shares or % audience shares

Identify Your Key Metrics

For each metric you decide to track, the YouTube platform allows you to specify results for three types of media:

Paid: As discussed in "Promote Your Content," paid media can ensure your content surfaces to the right audience.

Owned: As discussed in "Create Your Content," expressing your brand through compelling videos is key to creating authentic, long-term relationships with your audience.

Earned: As discussed in "Promote Your Content," earned media ties paid to owned media. Measuring this earned effect will help you optimize for more impact.

Objective	Example Key Success Metrics	PAID: Media campaign Use Adwords for video Campaign & Target tabs	OWNED: Organic activity Use YouTube Analytics View & Engagement report	EARNED: Ignited by media Use AdWords for video Include Earned Action columns
AUDIENCE Are your videos attracting an audience?	# of views	% of paid views	% of organic views	% of earned views
EXPRESSION How long is your audience watching your content?	Watch time	Paid watch time (until :30 mark)	Organic watch time	# earned views x average watch time
PARTICIPATION Is your audience endorsing or sharing your content?	# shares	Measured in owned media	# shares	# earned shares

KPI Summary

This table includes a fairly complete vision of different potential metrics you can measure on YouTube.
To properly track your efforts, **you should pick only two or three metrics**, depending on your specific objectives.
The other metrics can be used for diagnostics or optimization.

Objective	PAID: Media campaign Use Adwords for video Campaign & Target tabs	OWNED: Organic activity Use YouTube Analytics View & Engagement report	EARNED: Ignited by media Use AdWords for video Include Earned Action columns
AUDIENCE How did your audience discover your videos?	Search share of voice on category terms Topics, keywords, etc. triggering the ads	Sites, videos, keywords, etc. that drove traffic to your videos Location & device where your videos were watched	
Are your videos driving a strong audience?	# of paid views or % audience reached via paid	# of organic views	# of earned views
Did you reach your target audience?	Demographic breakdown Unique viewers & frequency	Demographic breakdown Unique cookies (per day)	
EXPRESSION How long is your audience watching your content?	Paid watch time	Organic watch time	# earned views x av. watch time
Do you capture your audience's attention?	Video ad completion rate	Audience Retention curve	
Is your audience engaging around your videos?	Users can engage around ads, but the metrics around those actions are reported in the Owned bucket.	**# subscribers or % audience subscribes**	# earned subscribers
Did your videos drive traffic to other videos/your site?	Website clicks (through click on ad or call to action) Conversions (both click-based and view-through)	Clicks on annotations	
PARTICIPATION Is your audience endorsing or sharing your content ?		**# shares or % audience shares** # comments, # likes, # favorites	Earned comments, likes, favorites

Tracking Tools Overview

YouTube Analytics	youtube.com/analytics – help center
Very easy, accessible tool that will help you measure the audience watching your YouTube videos. Main focus on owned metrics; includes a few paid metrics.	The View reports help you understand who watches your videos, how they're found and where they're watched. The Engagement reports give you insight into how users engage around your videos.
YouTube Analytics API	developers.google.com/youtube/analytics
Advanced tool to create tailored reports, only to be used with engineering resources. Main focus on owned metrics; includes a few paid metrics.	Most of the metrics available in YouTube Analytics are also available on the API.
AdWords for video	adwords.google.com/video – help center
Easy, accessible tool that will help you measure your video advertising efforts. Main focus on paid metrics; includes earned metrics.	The Campaign tab gives you an overview of key paid metrics and show you how efficiently your media budget is spent. The Ads, Target and Video tabs break down the metrics to a very granular level; excellent data for optimization efforts.

Glossary

Annotations
Video Annotations are an uploader-controlled, dynamic overlay on videos that allows you to overlay text on a video and/or make parts of the video clickable. You can add, edit and delete annotations to your videos, controlling the text, placement, timing and link URLs. URLs can only be directed to YouTube.com

Audience Retention
The Audience Retention report (formerly known as Hot Spots in Insight) measures your video's ability to retain its audience. It shows when viewers fast-forward, rewind or leave your video.

Avatar
The square image on your channel page that represents your channel across the site.

Bulletin
A message that channel owners can send to their subscribers. Bulletins show up in subscribers' feeds. Channel owners can attach videos to a bulletin.

Calls to Action (CTAs)
These prompt the viewer to take an action.

Channel or Channel Page
YouTube.com/CHANNELNAME. A channel is the public page for a user account on YouTube. It contains uploaded videos, playlists, liked videos, favorited videos, channel comments and general activity. Some creators manage or create content across multiple channels.

Comments
These are written comments on videos, channels, playlists or in response to other comments. Comments may be posted either on the watch page or on a channel page.

Community
Actions Any actions taken by a viewer on or around your channel and content. Includes likes, favorites, subscriptions and comments.

End-card or End-slate
A graphic that creators include at the end of their videos. End-cards typically include specific Calls to Action to subscribe, watch more content, or visit a channel page. They may also contain credits for the video. Generally, end-cards prominently feature annotations.

Glossary

Engagement
Interaction between the creator and the audience, the viewer and the video, or the creator and the site. Can be measured by the number of interactions (comments, favorites, likes, or new subscriptions) per view.

Favorite(s)
A user action that adds a video to their channel's Favorites playlist. This action can also be broadcast to subscribers

Feed
A stream of activity either for one channel (via the channel page feed) or for multiple channels (the homepage feed). Feed activities include uploads, updated playlists, video comments, channel comments, new subscriptions, bulletins, likes, favorites and sharing. Users control what feed activities they broadcast and, by subscribing to channels, what feed activities are broadcasted to them in their homepage feed.

Hangouts on Air
Google+ Hangouts are a live video chatting feature, and they can be broadcast on your YouTube channel.

Hook
Content that is meant to keep viewers interested in what happens next. Ideally, a video's hook happens within the first 15 seconds.

Hosted Playlist
A collection of videos linked by additional hosted videos. Hosted videos can act as intros, outros and/or interstitials. Hosted videos can contain an actual host (person) or creative branding that acts as a host.

Like(s)
A user action that shows appreciation for a video.
This action can be broadcast to subscribers in the feed.

Metadata
The textual information that describes a video, channel or playlist. Video metadata includes title, tags and description. Playlist metadata includes title and description. Channel metadata includes a description.

Optimization
An action that increases the potential success of a video, channel, playlist or content strategy.

Other Channels Module
An optional module that allows the channel owner to feature other channels on their channel page.

Packaging
Graphics and/or content that adds context to a video. Packaging can build your brand, connect your host with the audience, add relevant context to archived content, or add scripted/annotated Calls to Action.

Glossary

Playlist
A playlist is a collection of videos that can be viewed, shared and embedded like an individual video. You can create playlists using any videos on YouTube. Videos can be in multiple playlists. Uploaded videos and favorited videos are default playlists on your channel.

Pre-buzz
Audience interest in a tent-pole event occurring in the days and weeks leading up to it.

Programming
The practice and strategy of organizing videos, shows or channel content and activity into a daily, weekly or season-long schedule.

Recommendation Activity
A strategy in which a channel likes, favorites or comments on a video in order to promote that video to their subscribers through the feed.

Series Playlist
A playlist that locks the videos into one specific playlist. Meant for serial or episodic content that follows a narrative story arc, videos included in a series playlist cannot be added to other playlists on the channel.

Share
Ability to distribute videos via social media, email or direct links. This action can be broadcast to subscribers.

Suggested Videos
Video thumbnails that appear in the right-hand column of watch pages and the homepage, or the tiled thumbnails that appear when a video has finished playing.

Subscriber/Subscription
By subscribing to a channel, users will see that channel's activity in their homepage feed. Subscribers can also opt into email communication from subscribed channels on a per-upload and weekly digest basis.

Subscriber Box
See Other Channels Module.

Tags
Words or phrases used to describe the content of your videos. Added to videos at time of upload (see Metadata).

Teaser
A short video that acts as a preview or trailer for longer content. Can be used to promote larger content initiatives or announcements.

Glossary

Templates
Different pre-set channel designs that can be used to highlight videos, playlists and other channels.

Tent-pole Programming and Publishing
Content creation and publishing strategy that is meant to draft off of the popularity of large cultural events. Programming and publishing tent-pole content is meant to maximize audience.

Thumbnails
The images selected to represent your videos or playlists on the site.

Traffic Source
The referral source of a video view. The page, module or site that drove a viewer to a video.

Vlog
A video-blog. A casual, conversational video format or genre featuring a person talking directly to camera.

Watch Page
The page where the majority of video viewing happens. URLs with the format youtube.com/watch?v=[video ID Here] are watch pages.

Watch time
The amount of time in aggregate that your viewers are watching your videos. Watch time is estimated in Analytics.

YouTube Analytics
A tool that provides information across various metrics for videos, channels and audience. Available in your user account.

Google
YouTube